26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MAY 27, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

New paperwork to stall toll tv decision Page 31
First quarter spot: radio up 40%, tv up 17% Page 34
CBS Radio affiliates balk at Ford deal Page 52
Petry's pitch for lower night radio rates Page 78

FCC delays pay tv issue

Hitch in CBS-Ford plans

What price night radio?

A Fable

The Merchant Who Gathered Sticks

Once upon a time there was a Merchant who gathered Sticks for a living. He sold the Sticks to people who rubbed them together to start fires and he had a pretty good deal going for himself until somebody invented Matches. But the Merchant didn't pay any attention to the upstart Match industry and kept right on gathering sticks in spite of his dwindling bank account. He considered Matches a passing fad. But his wife didn't. She repeatedly urged him to go into the Match business. "No, no, no!" he shouted. "Nobody uses Matches! I don't use Matches. Nobody uses Matches! I'll stick with Sticks." But one day when he was thus ranting and raving his little boy was playing with Matches and burned the house to the ground and they all perished in the fire.

Moral: Don't judge others by yourself. You may not listen to Radio but the People do—over 17 hours a week! Did you realize that? Want substantiating, elaborating data? Just ask.

THE SUCCESS OF ITS USERS SPEAKS CLEARLY FOR SPOT NATIONAL SPOT RADIO

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

This is another of a series of full page advertisements on behalf of Spot Radio. During 1957 these fables are appearing regularly in The New Yorker, Printers' Ink, Sales Management, Broadcasting • Telecasting, and Television Magazine.

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

GREATEST IN AUDIENCE

BOTH ARB AND PULSE PROVE IT!

WTVR

AVERAGE SHARE OF AUDIENCE

36.9%

Mon.-Fri. 6 PM-12 Mid.

STATION B

WTVR IS GREATER BY

26.7%

Mon.-Fri. 6 PM-12 Mid.

STATION C

WTVR IS GREATER BY

11.5%

Mon.-Fri. 6 PM-12 Mid.

WTVR GREATER IN TOP SHOWS

8 OUT OF THE TOP 15 PROGRAMS PLUS 6 OUT OF THE TOP 10 MULTI-WEEKLY PROGRAMS

WTVR GREATER IN COVERAGE

REACHES MORE HOMES MONTHLY, WEEKLY AND DAILY-DAY AND NIGHT—SEE NIELSEN COVERAGE SURVEY #2

WTVR GREATER IN RESULTS

CONTACT ANY BLAIR TV OFFICE OR WILBUR M. HAVENS

WTVR—5-8611—RICHMOND, VIRGINIA

Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

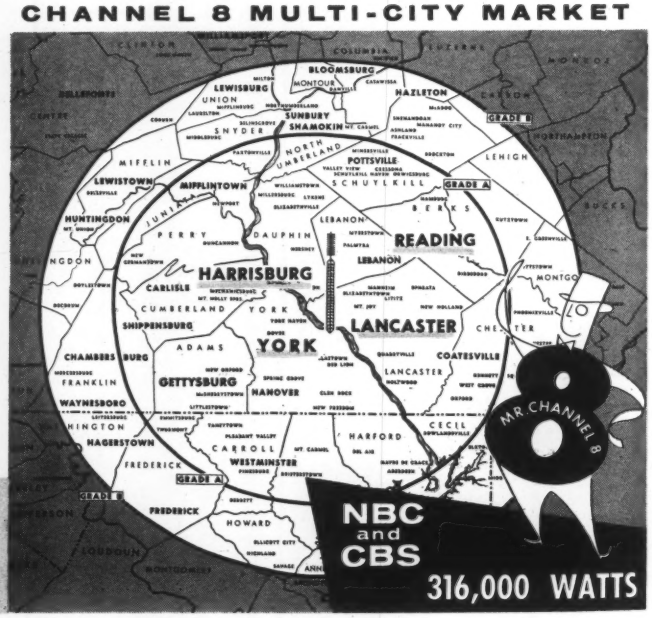
say it with music

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- $3¾ billion retail sales
- $6¼ billion annual income

CHANNEL 8 MULTI-CITY MARKET



WGAL-TV

LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative:

The MEEKER Company, Inc.

New York · Chicago
Los Angeles · San Francisco

closed circuit.

JAHNCKE TO PETRY • Ernest Lee Jahncke, until last November vice president and assistant to president of ABC, will join Edward Petry & Co., station representatives, next month as vice president and assistant to President Petry. It will be new position at Petry company, embracing both radio and television. Martin Nierman, now tv eastern sales manager, will become vice president and national sales manager for tv. William Maillefert continues as vice president in charge of radio.

B•T

THOMAS E. KNODE, for past two years vice president in charge of tv and head of plans board of Petry company, resigned effective June 1. Mr. Knode is considering several prospective connections. He was NBC station relations director before joining Petry.

B•T

FCC SWEEPSTAKES • Two new names entered speculation last week on FCC vacancy to be created when Chairman George C. McConnaughey's term expires June 30: John S. Patterson, deputy administrator of Veterans Administration, whose principal background is in public and industrial relations, and George S. Smith, partner in Washington law firm of Segal, Smith and Hennessey and president of Federal Communications Bar Assn. Mr. Patterson, 54, is native of Illinois and regarded as conservative Republican. He served as consultant to U. of North Carolina on fiscal and manpower problems of educational television before joining VA in 1954, and also had been with J. P. Stevens & Co., fabric manufacturers in North Carolina. Mr. Smith, 56, was with Federal Radio Commission quarter century ago and has been in private law practice since. He's originally from Ohio but now is registered voter in Maryland.

B•T

STILL on list, in addition to above, are half-dozen other names. Most prominently mentioned among holdovers is Samuel L. Golan, of Chicago, since 1953 U. S. member of International Boundary Commission, strongly supported by Illinois Republicans. Meanwhile, apparently it's not decided whether new appointee would become chairman or whether incumbent Republican would be "rotated". Comr. John C. Doerfer, regarded most likely to succeed to chairmanship, was White House caller last Monday but, following custom, made no comment. Best guess was that chairmanship would not be resolved until after name of new member is sent to Senate.

B•T

WEAVER DEALING • While formulating plans for his new tailor-made network project, Program Service Inc., Sylvester L. (Pat) Weaver, former NBC chairman, is also foraging for station acquisition. It's learned authoritatively that he, among others, is negotiating for purchase of WATV (TV) Newark-New York independent. But there was no indication last Friday that conversations had reached contract stage with anyone and there was also possibility that WATV may be taken off market.

B•T

IT'S BECAUSE of family situation that WATV (TV) and its sister am station WAAT may be sold. Ch. 13 outlet, transmitter for which is located on Empire State Building along with New York area's six other stations, reportedly has price tag of $4 million, with 970 kc 5 kw day, 1 kw night WAAT priced at $1.3 million. Also involved is building in which properties are located, valued at $600,000. Properties are controlled by Irving R. Rosenhaus, president-general manager, and family, with Frank Bremer, vice president in charge of engineering, holding 5%.

B•T

IS INCENTIVE WRONG? Do station management incentive contracts, providing over-rides based on business volume, stimulate "over-commercialization"? Question arose at FCC last week in its consideration of routine transfer case involving sale of station in Middle West wherein manager had over-ride clause. Several commissioners popped off on subject and also got into horse racing programming involved in case (see editorial, page 122). At same session, FCC postponed consideration of modified license renewal form designed to eliminate "counting of spots" which also embraced proposal advanced by Comr. Craven to drop all questions on percentages of programs, on ground that these do not fall within FCC's purview. FCC, it is understood, will set aside "special day" to consider 303 renewal form—probably sometime next month.

B•T

FCC took another look at long-pending clear channel case last Friday, in which is intertwined petition of Daytime Broadcasters Assn. for increased hours, and decided to study matter for another few weeks. Likelihood is that case will come up for indicated action in late June.

B•T

ELIGIBILITY RULES • NBC Radio officials reportedly have just about decided what "minimum criteria" will be for advertiser to qualify for NBC-financed research on effectiveness of commercials, under network's new "see-for-yourself research plan." Representing some but not major variation from original indications, present thinking is that network will require at least 30 one-minute and 30 half-minute commercials per week if scheduled Monday-Friday, or at least 15 one-minutes and like number of 30-second messages if placed on weekend *Monitor*. This is in addition to requirement that commercials contain at least one copy point not used in other media (in order to isolate radio effectiveness) and that campaign run at least eight weeks. For those who qualify, NBC will pay up to $10,000 for sales effectiveness research tailored to each one's needs.

B•T

NEW TREND may begin to develop shortly among national advertisers, now that prime television network time periods are closing up: spillover of money from network to spot. If they're not spectacular-minded (or spectacular-budgeted), advertisers unable to get into prime periods with regularly scheduled network series are expected to lean more and more toward syndicated shows placed on spot basis.

B•T

SEARCH FOR SUCCESSOR • Committee of three clear channel broadcasters—Harold Hough, WBAP Fort Worth, Ralph Evans, WHO Des Moines, and Ward Quaal, WGN Chicago—named to select successor to Hollis Seavey, director of Washington headquarters of Clear Channel Broadcasting Service, if he decides to enter broadcast station ownership. Committee first will seek to dissuade Mr. Seavey from leaving.

B•T

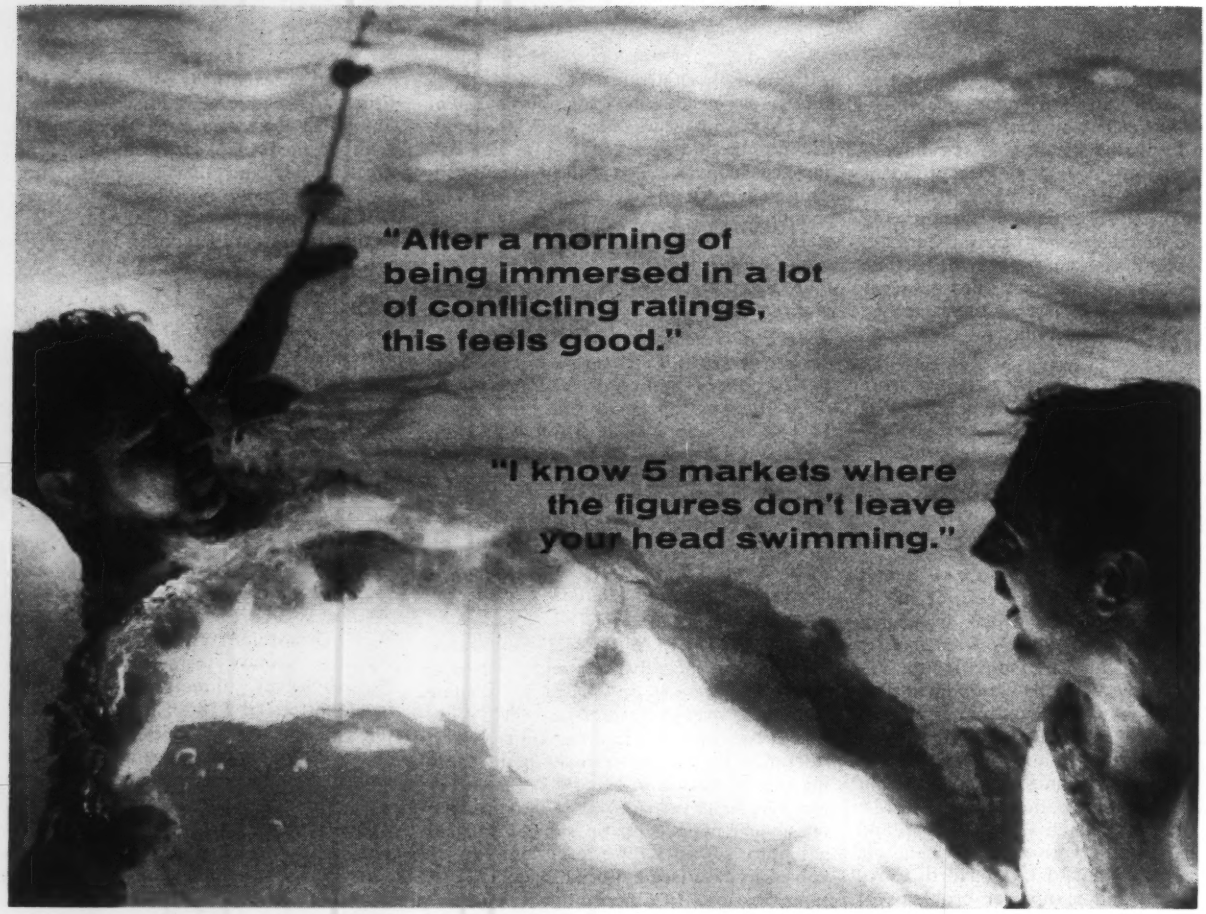
MR. HOUGH, chairman of group, said last week committee as yet has not considered any candidates, nor has it any applications before it. Mr. Seavey, former MBS newsman in Washington, notified CCBS members at meeting in Chicago last month in conjunction with NARTB convention, that he planned to enter station field to provide for security of his family.

B•T

UNEXPECTED UNANIMITY • Regarded as near-miracle was unanimous vote last Thursday by FCC against authorization of subscription-tv on-the-air experimentation, pending further information and possibly later evidentiary hearing. Few weeks ago, there were at least four votes for on-air trial. Unanimous vote emerged after Chairman McConnaughey pointed out that 3-3 tie (discounting his own vote) could cause real trouble since he's leaving June 30 and new commissioner then would have deciding vote.

B•T

OFFICIAL reason given by CBS Radio for sudden trip to Hollywood by network's programming vice president, Howard Barnes, is that he's auditioning new network shows for fall season. But it's understood that sudden resignation of West Coast programming vice president Bill Froug (see page 48) to join Screen Gems also played big part in Mr. Barnes' unscheduled visit. He reportedly is scouting for likely successor to Mr. Froug.


"After a morning of being immersed in a lot of conflicting ratings, this feels good."
"I know 5 markets where the figures don't leave your head swimming."

In any of these 5 important markets . . . you get the big audience with the Storz Station.

MINNEAPOLIS-ST. PAUL . . . with WDGY. March, 1957 Nielsen shows WDGY first (NSI Area, 9 a.m.-6 p.m., Mon.-Sat.) Latest Trendex ranks WDGY first all day. Latest Hooper and latest Pulse have WDGY first every afternoon. Make sure you're working with up-to-date data from the Twin Cities. See John Blair or WDGY GM Steve Labunski.

OMAHA . . . with KOWH. First all day on all 3 Omaha surveys. First on latest (March-April) Omaha Hooper. 40.9% first place all-day average, latest Omaha Trendex. 246 out of 264 first-place daytime quarter-hours, on latest Pulse. Contact Adam Young Inc., or KOWH GM Virgil Sharpe.

KANSAS CITY . . . with WHB. First per *METRO* Pulse, Nielsen, Trendex and Hooper—first per *AREA* Nielsen and Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.). And first per latest Hooper. Ask Adam Young Inc., or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM. Way out front. More than *twice* the audience of the second station, per latest Hooper. Now Pulse joins Hooper and Trendex in agreement: All *three* show WQAM first—all day! See John Blair, or WQAM GM Jack Sandler.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

THE WEEK IN BRIEF

LEAD STORY

Toll Tv Test Derailed—FCC unanimously votes to stay public experimentation pending more complete information. Putting 11 question marks over subscription television, Commission invites comments by July 8. Page **31.**

ADVERTISERS & AGENCIES

Pulse Improves It's Media Single Yardstick—Newest refinement, setting a cost for a 1.0 rating after putting common denominator on print circulation and broadcast ratings, explained by Dr. Roslow. First application of technique used on Baltimore. New York Pulse session to be duplicated across the country. Page **114.**

Happy Days at MJ&A—MacManus, John & Adams racks up another $11 million in broadcast billing next season as General Motors assigns MJ&A agency responsibility for new $6 million institutional show and as Pontiac Div. quadruples its broadcast budget. Page **33.**

Three Spot Abuses That Stalk Radio-Tv—Agencyman Emil Mogul, appearing in B•T, MONDAY MEMO, castigates a growing minority of station operators. The charges: overloading of commercials, failure to deliver contracted schedules, and uncalled-for rate increases. The warning: possible self-destruction. Page **121.**

MR. MOGUL

Tv Spot Spending Rises—TvB report shows $116,935,000 spent for spot television time in first quarter, with 23 advertisers above million-dollar level. Investments of 100 top advertisers are listed, with their comparable network tv figures as compiled by B•T from PIB. Page **34.**

Another Record For Spot Radio—First quarter of '57 was 40.5% above same period last year, Station Representatives Assn. reports. Jan.-March gross times sales this year: $48.8 million. Page **34.**

Truce For Razor Firms—Sperry-Rand agrees to stop commercials that irked Schick into court action. Page **40.**

THE FEDERAL FRONT

Subsidies for Educational Tv—Sen. Magnuson's new bill in Senate would give each state and territory up to $1 million for educational tv. Page **64.**

Film Firms Must Testify—FCC's Cunningham refuses to quash subpoenas so seven film companies will have to appear at Network Study Group hearing today (Monday) in New York with their financial records. Page **68.**

What About The Daytimers?—Sen. Morse again queries FCC about daytime broadcasters' petition to ease sunrise-to-sunset restrictions. Page **72.**

Sealing Federal Leaks—Big push on to pass law making advance disclosure of federal agency decisions criminal offense. Sen. Jackson leading probe of existing "leak" situations; FCC one of agencies to be scrutinized. Page **66.**

STATIONS

Time Inc. Formally Takes Over—Closing of Time's $15.75 million buy of Bitner stations announced, raising holdings to five radio-tv properties. Top echelon realigned. Page **80.**

Night Radio Rate Cuts Urged—Edward Petry & Co. says most of its stations are halving evening radio rates, urges others to follow suit in move to put new life into nighttime business. Page **78.**

NETWORKS

CBS Radio's Ford Plan Attacked—Head of affiliates group charges network "invasion" of station time, voices unhappiness with network's sales and program policies. Station Representatives Assn.'s chief says it's spot-type selling that will take money from stations. Page **52.**

ABC Radio Alters Programming—William S. Morgan Jr. named program vp; simulcasts and phonograph records to be dropped in policy departures under new President Robert E. Eastman. Page **56.**

Hell Hath No Fury Like a Cop Insulted—Los Angeles police cast out legal dragnet for reformed gangster Mickey Cohen as latter on nationwide telecast calls chief of police and colleague "degenerate." ABC-TV says nothing as case heads toward FCC. Page **60.**

ABC Stockholders Assured—AB-PT President Goldenson at annual meeting says ABC-TV's business volume for next season already above current business, swipes at toll tv and has good word for network radio. NBC's Kintner through proxy challenges Mr. Goldenson's version of why ABC-TV's profits chart dipped. Pages **54-55.**

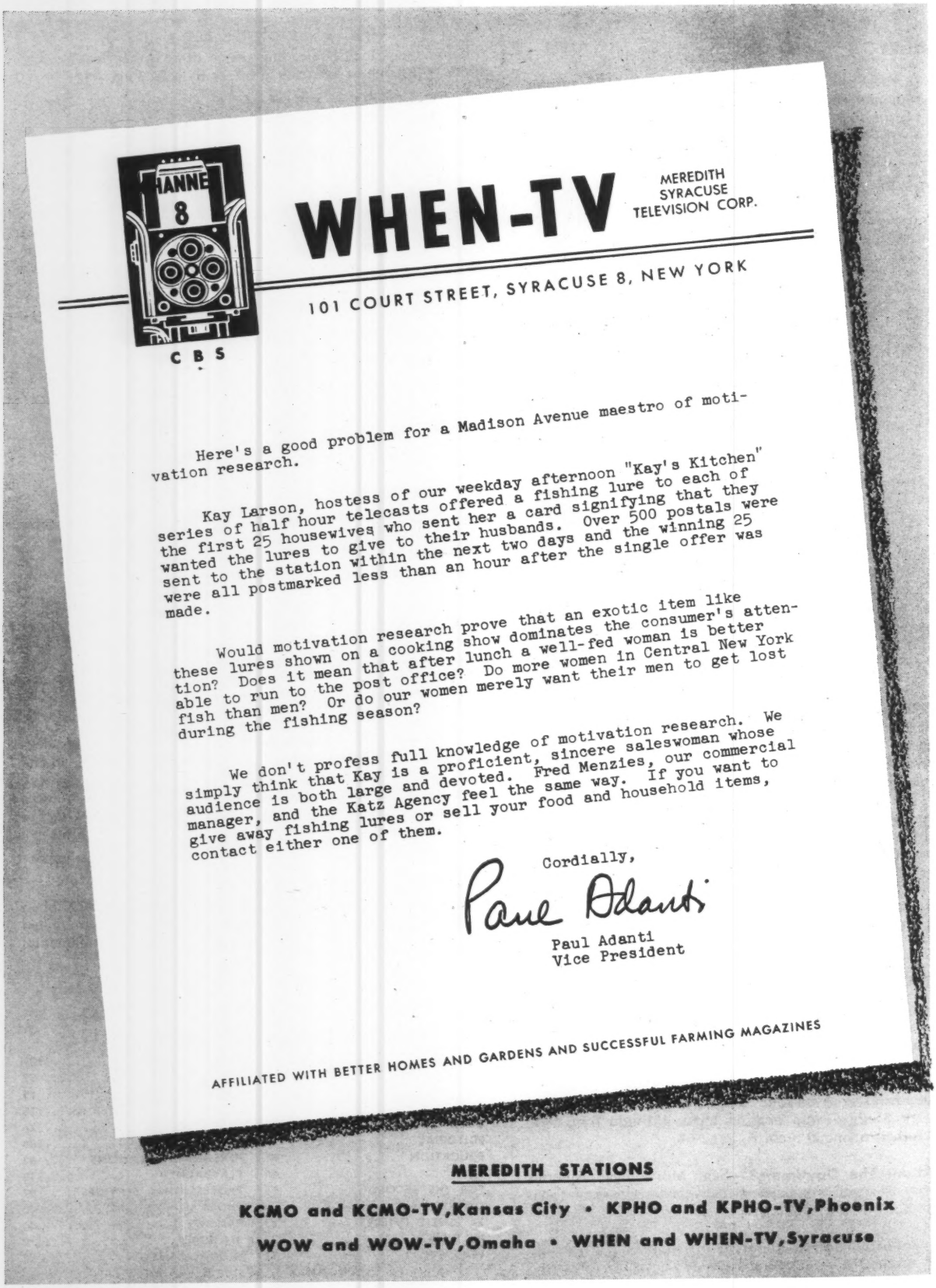
Yanqui Radio-Tv Protested—Fourteen-month old Galindez-Murphy case gets nationwide airing on CBS Radio, elicits protests from Dominican Republic. CBS-TV's camera eye belies official Cuban declaration that President Batista faces no opposition by interviewing rebel forces hiding out in mountains; Cuban officials turn the other cheek. Page **60.**

OPINION

Those Sales Calls Must be Planned—WDEL's McKibben claims that a surprising amount of sales activity is conducted on a hit-or-miss basis. He explains his station's fundamental procedure. Page **118.**

DEPARTMENTS

ADVERTISERS & AGENCIES	33	MONDAY MEMO	121
AT DEADLINE	9	NETWORKS	52
AWARDS	94	OPEN MIKE	15
CLOSED CIRCUIT	5	OPINION	118
COLORCASTING	102	OUR RESPECTS	26
EDITORIAL	122	PEOPLE	108
EDUCATION	98	PERSONNEL RELATIONS	62
FILM	44	PLAYBACK	118
FOR THE RECORD	99	PROFESSIONAL SERVICES	97
GOVERNMENT	64	PROGRAM SERVICES	90
IN PUBLIC INTEREST	28	RATINGS	40
IN REVIEW	22	STATIONS	78
LEAD STORY	31	TRADE ASSNS.	92
		UPCOMING	107


CHANNEL 8
CBS
WHEN-TV
MEREDITH
SYRACUSE
TELEVISION CORP.
101 COURT STREET, SYRACUSE 8, NEW YORK
Here's a good problem for a Madison Avenue maestro of motivation research.
Kay Larson, hostess of our weekday afternoon "Kay's Kitchen" series of half hour telecasts offered a fishing lure to each of the first 25 housewives who sent her a card signifying that they wanted the lures to give to their husbands. Over 500 postals were sent to the station within the next two days and the winning 25 were all postmarked less than an hour after the single offer was made.
Would motivation research prove that an exotic item like these lures shown on a cooking show dominates the consumer's attention? Does it mean that after lunch a well-fed woman is better able to run to the post office? Do more women in Central New York fish than men? Or do our women merely want their men to get lost during the fishing season?
We don't profess full knowledge of motivation research. We simply think that Kay is a proficient, sincere saleswoman whose audience is both large and devoted. Fred Menzies, our commercial manager, and the Katz Agency feel the same way. If you want to give away fishing lures or sell your food and household items, contact either one of them.
Cordially,
Paul Adanti
Paul Adanti
Vice President
AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES
MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

FCC Appoints Cowgill Broadcast Bureau Chief

HAROLD C. COWGILL, chief of FCC Common Carrier Bureau since December 1954, Friday named chief of Broadcast Bureau, succeeding Edward F. Kenehan, who resigned to join Washington law firm (see story page 97). Named acting chief of Common Carrier Bureau was John R. Lambert, chief of bureau's telegraph division.

Mr. Cowgill first entered government service with Interstate Commerce Commission in 1929, moved to FCC in 1935 and in 1944 joined Washington law firm of Segal, Smith & Hennessey. In 1952, he left Washington to build and operate WTVP (TV) Decatur, Ill., his home town, returning to FCC in 1954.

Three Weiss Clients Buy Heavy In NBC-TV Sat. Night Slots

PUREX CORP., Mogen David Wine Corp. and Helene Curtis Industries have sewed up alternate Saturdays in CBS-TV fall programming block (7:30-9:30 p.m. EST), representing estimated $8 million time and talent expenditures for clients of Edward H. Weiss & Co. (formerly Weiss & Geller Inc.), Chicago agency reported Friday.

Spread includes *Perry Mason,* for Purex Corp. (Blue Dutch cleanser, Sweetheart soap), 7:30-8:30 p.m., alternate sponsor to be set (but not Helene Curtis, as reported); Sheldon Reynolds' *Dick And The Duchess,* for Mogen David 8:30-9 p.m. (no co-sponsor yet), and Gale Storm *(Oh Susanna)* show, renewed for Helene Curtis, 9-9:30 p.m. with Nestle Co. (through Bryan Houston).

NBC-TV to Replace 'Home'

NBC-TV's magazine-format program, *Home,* weekdays 10-11 a.m. since March 1, 1954, will be discontinued late this summer and replaced by two half-hour programs, it was announced Friday by Manie Sacks, NBC vice president, television network programs. *Home* hostess Arlene Francis will be featured in half-hour variety show in one period with other program not set. Network also considering another nighttime period for Miss Francis. Mr. Sacks said that while *Home* is being dropped from regular daytime schedule, "there are plans to present the program with the many special services it has developed as one-shot features on various Sunday afternoons."

Kanaga Joins General Artists

LAWRENCE W. KANAGA, resigning as vice president and general manager of RCA Victor Record Div. (early story, page 91), named president of General Artists Corp., talent, program and show business agency, effective June 1. Tom Rockwell, founder and president of GAC, becomes board chairman. Milton Krasne and Art Weems continue as executive vice president and vice president-general manager, respectively.

Schlinkert, Bevington Named To Head WBRC-AM-TV

TOP executives for WBRC-AM-TV Birmingham, Ala., which was taken over last week by Radio Cincinnati Inc. (WKRC-AM-TV), announced Friday by Hulbert Taft Jr., president. Robert T. Schlinkert, recently assistant general manager-general sales manager of WKRC-TV, heads WBRC-TV as general manager. Richard L. Bevington, WKRC radio salesman, becomes general manager of WBRC radio.

Birmingham stations, bought from Storer Broadcasting Co. last month for $6 million [B•T, April 8], are now incorporated under Alabama law as WBRC Inc., with Radio Cincinnati holding majority interest. Mr. Taft is president of WBRC Inc. Radio Cincinnati is paying $350,000 additional fee spread over five years to Storer for agreement not to take part in broadcast or entertainment business in Birmingham and not to take away employes of WBRC-AM-TV except two general managers (see Storer Philadelphia story page 86). Transfer of Birmingham stations was approved May 8 by FCC. Radio Cincinnati also operates WTVN-AM-TV Columbus, Ohio, and has 30% interest in WBIR-AM-TV Knoxville, Tenn.

NARTB Group Holds Session On Radio Transmission Tariffs

LONG range objectives to bring charges and quality into line with new radio operations formulated Friday at meeting of NARTB's Radio Transmissions Tariff Committee. Committee explored tariffs, services, and quality in line with indication AT&T ready to consider suggestions, also visited with FCC common carrier officials. Plan will be submitted to June meeting of entire Radio Board.

Present were: Earl M. Johnson, WCAW Charleston, W. Va., chairman; Joseph M. Boland, WSPT South Bend, Ind.; George C. Hatch, KALL Salt Lake City; Lawrence Gumbinner, CBS; Leslie Learned, MBS; Frank Marx, ABC, and Lud Simmel, NBC.

St. Louis Ch. 2 Stay Asked

ANOTHER move in fight against ch. 2 KTVI (TV) St. Louis—operating temporarily on that vhf frequency pending outcome of regular competitive hearings—has been made. KWK-TV St. Louis, CBS affiliate on ch. 4, asked U. S. appeals court in Washington to stay temporary authority, at same time review FCC action last month dismissing KWK-TV protest against KTVI operation.

KFAB Names Petry

KFAB Omaha will be represented nationally by Edward Petry & Co., effective June 1. Station, 50 kw and affiliated with NBC, is managed by Lyell Bremser.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 33.

READY WITH $2 MILLION • Nestle-LeMur Co. (Harriet Hubbard Ayer Cosmetics), N. Y., which last week appointed Product Services Inc., N. Y., to service broadcast activities, looking for availabilities in approximately 100 markets for saturation spot campaign to start in July. Over $2 million allocated for drive.

DIAMOND FACET • Diamond Match Co., N. Y., going beyond matchbook advertising and using combination of radio, television and newspapers to introduce new product, Diamond Charcoal Briquets (fuel for outdoor cooking). Company using radio spots in three markets and television spots in 15. Schedule will run until July 2. Doremus & Co., N. Y., is agency.

SUMMER SCHEDULE • Crown Central Petroleum, Baltimore, buying radio spot announcement schedule to start June 3 for 26 weeks through Al Paul Lefton, Philadelphia.

SPECTACULAR TIME • Bulova Watch Co., N. Y., buying its first spectacular—June 1 on NBC-TV, 9-10 p.m. EDT. Entitled *Five Stars for Spring,* show will feature Patti Paige, Nat "King" Cole, Andy Williams, June Valli, Rickie Nelson, Bud Collier, Harry Sosnick and orchestra with Gordon Macrae as special guest. McCann-Erickson, N. Y., is agency.

LOOSENS THE VISE • Sterling Drug, N. Y., will occupy evening berth on NBC-TV for first time in firm's history when it starts next fall Fri. 7:30-8 p.m. EDT mystery show as yet untitled. Sterling will relinquish its Fri. 9:30-10 p.m. ABC-TV time (*The Vise*) early in June. Dancer-Fitzgerald-Sample, N. Y., is agency.

NEW SLOT • Campbell Soup Co., Camden, N. J., will move *On Trial* out of NBC-TV (Friday, 9-9:30 p.m.) to ABC-TV (Fri., 10-10:30 p.m. EDT). Meanwhile Lever Bros., alternate-week sponsor of *On Trial,* expected to remain with NBC-TV and at least two other advertisers are in line for alternating period. Negotiations underway for show for that spot.

TIDEWATER ACTION • Tidewater Oil Co., N. Y., placing tv spot announcements in 21 markets starting end of May for six weeks. Buchanan & Co., N. Y., is agency.

SPOTS ON CAMELS • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., is requesting stations to extend current radio spot schedule for Camels through end of year, though advertiser's plans not yet firm on duration. William Esty Co., N. Y., is agency.

at deadline

$215,000 WMEX Sale Filed For FCC Approval

SALE of WMEX Boston for $215,000 filed Friday for FCC approval. Maxwell E. Richmond and Robert S. Richmond (brothers) are buying 5 kw independent on 1510 kc from New England Radio Corp. (William S. Pote, president-general manager).

Richmond brothers own Philadelphia advertising agency and WPGC Morningside and WRNC (FM) Oakland, both Md. WMEX balance sheet, dated April 25, listed as current assets $36,294, total assets $220,246, current liabilities $68,716 and capital stock and surplus $120,447.

WQOK Sold For $125,000; WMBH Goes For $110,000

TWO radio station sales announced Friday, both subject to FCC approval:

WQOK Greenville, S. C. (5 kw, 1440 kc, CBS), sold by Albert T. Fisher and Joe Speidel III to James A. Dick and wife for $125,000. Broker: Blackburn & Co. Mr. Dick also owns WIVK Knoxville, Tenn.; Messrs. Fisher and Speidel own WPAL Charleston and WOIC Columbia, both S. C.

WMBH Joplin, Mo. (250 w on 1450 kc MBS), sold by D. J. Poynor and associates to Herbert Lee and Don O'Brien, owners of WKTY La Crosse, Wis., for $110,000. Transaction through Allen Kander & Co. WMBH will be owned 70% by Mr. O'Brien, 30% by Mr. Lee. WKTY is owned 70% by Mr. Lee and 30% by Mr. O'Brien.

FCC Approves Two Sales

FCC approved two major station sales Friday: ABC-affiliated ch. 11 WTVD (TV) Durham, N. C., transferred from Durham Broadcasting Enterprises Inc. (WDNC Durham, Harmon L. Duncan and J. Floyd Fletcher) to Durham Television Co. for less than $1.5 million. New owners (Frank M. Smith, Lowell Thomas, others) own WCDA (TV) Albany, N. Y.; WCDB (TV) Hagaman, N. Y.; WCDC (TV) Pittsfield, Mass. WAPL Appleton, Wis. (1 kw daytime on 1570 kc) assigned from Bartell family to WAPL Radio Inc. (Connie Forster, president) for $100,000. This leaves Bartells with WMTV (TV) Madison; WOKY Milwaukee; WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KRUX Phoenix, Ariz.

Stuart Elected Pres.-Board Chmn.

HAROLD C. STUART, executive vice president of KVOO Tulsa, Okla., elected president and chairman of the board of Southwestern Sales Corp., station licensee. Also elected: Gustav Brandborg, as KVOO vice president and general manager, and Joseph Bowman as secretary. C. A. O'Donovan re-elected treasurer.

Selection of Permanent Group To Negotiate Tv Music Starts

FORMATION of permanent organization to direct work of All-Industry Television Music License Committee, representing telecasters in current ASCAP renewal negotiations, was begun Friday by Irving Rosenhaus, WATV (TV) Newark, interim chairman. Former Judge Simon H. Rifkind, New York, has been retained as counsel, and Dwight Martin, WAFB-TV Baton Rouge, La., is vice-chairman. Mr. Rifkind was counsel for the recently expired tv negotiating group.

Executive organization committee includes Clair McCollough, WGAL-TV Lancaster, Pa.; Roger W. Clipp, WFIL-TV Philadelphia, and Elisha Goldfarb, RKO Teleradio attorney.

Procedure for election of full negotiating committee of 15, to succeed present interim committee, was set up at New York organization committee meeting Thursday. Decision to set up negotiating group was reached at all-industry meeting held during NARTB Chicago convention [B•T, April 15].

Broadcaster members may vote to install present interim committee of 15 or may add names of others to mail ballots, returnable May 31. Stations agree to pay highest one-time announcement rate as dues. Present ASCAP tv contracts expire next Dec. 31.

Members of interim committee of 15 include Messrs. McCollough, Clipp, Rosenhaus, Martin, Goldfarb; Charles Britt, WLOS-TV Asheville, N. C.; Sam Cook Digges, WCBS-TV New York; Omar Elder, ABC; F. E. Fitzsimonds, North Dakota Broadcasting Co. stations; Nathan Lord, WAVE-TV Louisville; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Broadcasting Co.; Hamilton Shea, WSVA-TV Harrisonburg, Va.; Lloyd E. Yoder, WRCV-TV Philadelphia, and Edward G. Thoms, WKJG-TV Fort Wayne.

Sarnoff, Larmon, Hall Honored

BRIG. GEN. David Sarnoff, RCA board chairman, this noon (Monday) to get special citation from Art Directors Club of New York for "vision and leadership in the development of color television, providing fresh opportunities for the imagination and skills of America's Art Directors." Others to be singled out at 36th annual awards luncheon include Young & Rubicam President Sigurd S. Larmon and Hallmark Cards Inc. President Joyce C. Hall.

UPCOMING

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.
May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

For other Upcomings see page 107

PEOPLE

BURTON H. HANFT, director of business affairs, elected vice president in charge of business affairs for Screen Gems Inc., N. Y.

ARTHUR P. FELTON, vice president and director of marketing at Bruce Payne Assoc., N. Y., management consultants, to Cunningham & Walsh, N. Y., in similar capacity.

CHARLES L. HALTEMAN, formerly Chicago sales manager of The Walker Representation Co., and **JACK DILL,** previously commercial sales manager, WROY Carmi, Ill., to sales staff of RCA Recorded Program Services.

FCC Denies RETMA Plea For Extended Comments Deadline

FCC allocations actions, announced Friday:

• Denied RETMA request to extend deadline for comments on Craven plan notice from June 3 to June 28.

• Finalized assignment of ch. 13 from New Bern, N. C., to Norfolk-Portsmouth-Newport News, Va., area; substituted ch. 12 for ch. 13 at New Bern; substituted ch. 4 for ch. 8 at Hay Springs, Neb., and ch. 9 for ch. 4 at N. Platte, Neb., all effective June 28.

• Invited comments by June 28 on proposal to change ch. 9 Eugene, Ore., from non-commercial, educational to commercial; designate non-commercial ch. 7 Corvallis as Eugene-Corvallis.

• Denied request to delete ch. 9 Charlotte, N. C.; add chs. 20 and 77.

NBC Gets Big 10 Regionals

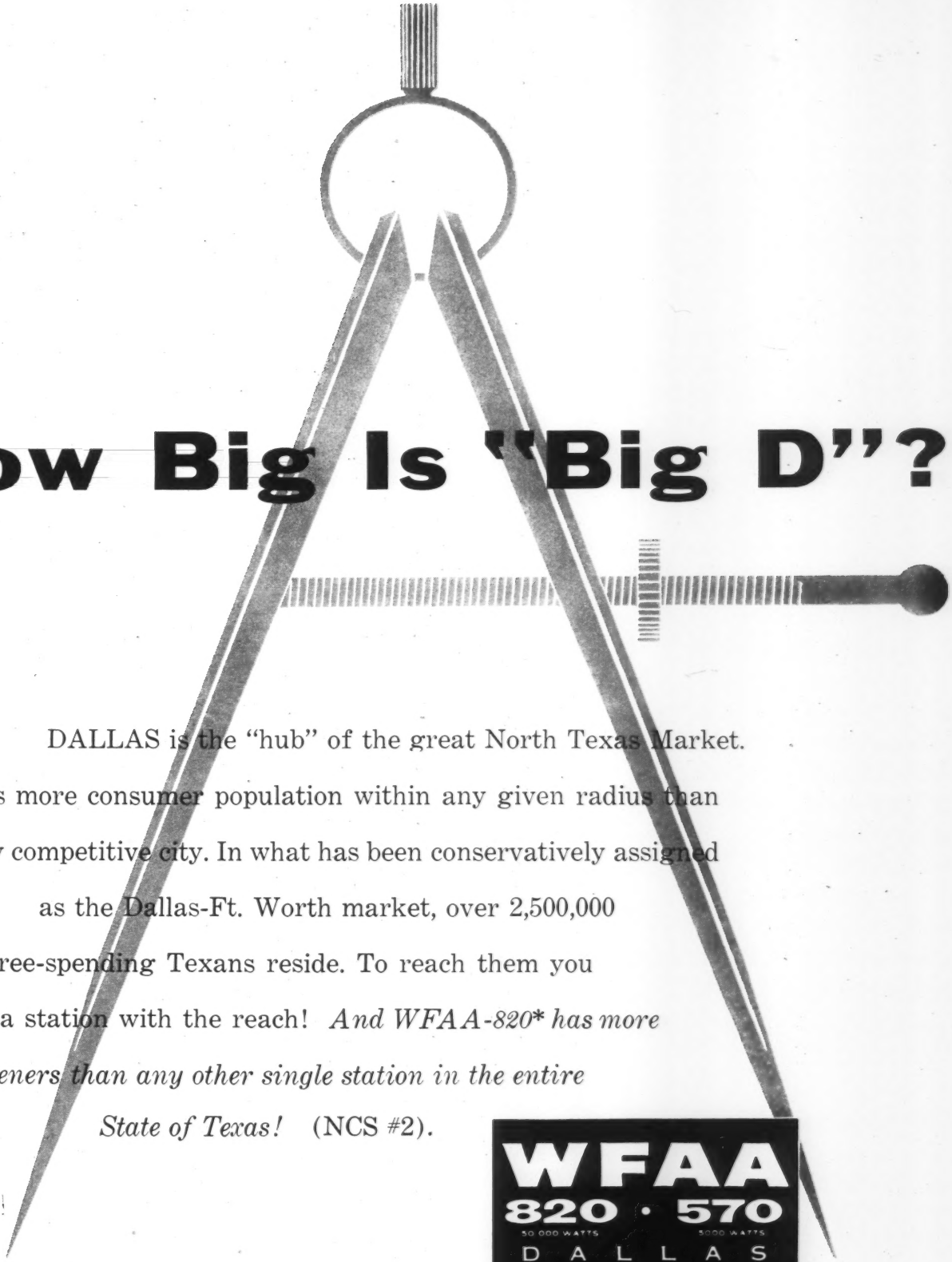
NBC-TV has received exclusive tv rights to four Big 10 Conference football games on regional basis next fall for second straight season, Kenneth L. (Tug) Wilson, conference commissioner, and Tom S. Gallery, NBC sports director, announced Friday. Regionals will be seen only in NCAA's District 4 (Ohio, Michigan, Indiana, Illinois, Wisconsin and Minnesota) with Iowa viewing telecasts when Iowa team is playing. Telecasts scheduled for Oct. 12, 26, Nov. 9 and 23.

Jerrold Buys Three Systems

JERROLD Electronics Corp., Philadelphia, announced Friday purchase of community television systems in Walla Walla, Wenatchee and Richland, all Washington. Purchase price not disclosed. Properties bought from J. H. Whitney & Co. interests. All three antenna services carry Spokane's three channels, feed them to nearly 10,000 subscribers in combined markets.

KCCC-TV Requests Hiatus

CH. 40 KCCC-TV Sacramento, Calif., Friday asked FCC for authority to go dark May 31 for period of 90 days. Assets of station recently were sold to ch. 13 KOVR (TV) Stockton, Calif., in exchange for stock in Stockton station, subject to FCC and state approval. Prior to merger agreement, KCCC-TV had protested FCC-approved move of KOVR's transmitter and hearings were in progress when protest dropped.



How Big Is "Big D"?

DALLAS is the "hub" of the great North Texas Market. It has more consumer population within any given radius than any competitive city. In what has been conservatively assigned as the Dallas-Ft. Worth market, over 2,500,000 free-spending Texans reside. To reach them you need a station with the reach! *And WFAA-820* has more listeners than any other single station in the entire State of Texas!* (NCS #2).

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

* *shares time with WBAP-820.*

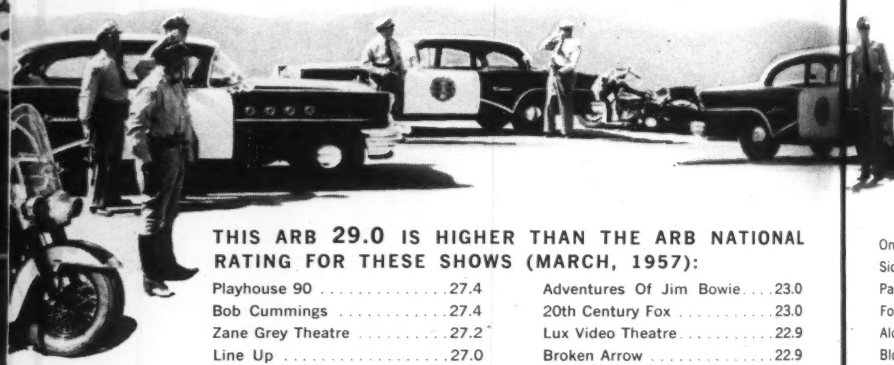
Radio Services of The
Dallas Morning News,
Edward Petry & Co.
National Representatives

RECORD-BREAKING FACTS

23,000

VIEWERS IN JUST O

"HIGHWAY P



"HIGHWAY PATROL"

starring

BRODERICK CRAWFORD

THIS ARB 29.0 IS HIGHER THAN THE ARB NATIONAL RATING FOR THESE SHOWS (MARCH, 1957):

Playhouse 90	27.4	Adventures Of Jim Bowie	23.0
Bob Cummings	27.4	20th Century Fox	23.0
Zane Grey Theatre	27.2	Lux Video Theatre	22.9
Line Up	27.0	Broken Arrow	22.9
Life Of Riley	26.6	Cavalcade Of Sports	22.6
Robin Hood	26.5	Navy Log	21.8
Studio One	26.0	Ozzie and Harriet	20.9
Loretta Young	25.2	Welk's Top Tunes	20.4
People's Choice	25.1	Conflict	20.0
George Gobel	24.7	Big Story	19.9
Mr. Adams and Eve	23.1	Big Surprise	19.5

AMERICAN RESEARCH BUREAU, INC.
ERNEST H. CLAY, RESEARCH DIRECTOR
COLLEGE PARK, MARYLAND

8 May, 1957 B365Y-57

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6, Ohio

CONFIRMATION OF SPECIAL TABULATION RESULTS

Description: National rating and persons for Highway Patrol. Ratings by individual markets surveyed in March '57.

Results: "HIGHWAY PATROL"
National Rating Data

Rating	Persons (add 000)
29.0	23,640

Tabulation from: ARB Natl.TV Survey, Mar.'57
Ordered by: New York Office.

AMERICAN RESEARCH BUREAU, INC.

H. J. Waters

H. J. Waters, Project Director

JAMES W. SEILER, DIRECTOR OF ARB, supervised the compilation of the ARB rating facts in this ad. This data proves HIGHWAY PATROL's "overwhelming" audience appeal.

THE PULSE, INC.
May 14, 1957

Ziv Television Programs, Inc.
1529 Madieon Road
Cincinnati 6, Ohio

SPECIAL ANALYSIS - SPRING 1957

TELEPULSE NATIONAL RATING
"HIGHWAY PATROL"

Results: Rating	Persons (add 000)
25.8	23,200

THE PULSE, INC.

DISCL)SED BY NATIONAL RATING ANALYSES . . .

0,000

TONE WEEK FOR

YPATROL"!

ARB NATIONAL RATING

29.0

HIGHWAY PATROL • MARCH, 1957

PULSE NATIONAL RATING

25.8

HIGHWAY PATROL • SPRING, 1957

On Trial	19.3
Sid Caesar	19.3
Panic	19.2
Ford Theatre	17.9
Alcoa Hour	17.8
Blondie	17.8
Robert Montgomery Presents	16.7
Producers Showcase	16.0
Kraft TV Theatre	15.8
Treasure Hunt	15.1
DuPont Cavalcade Theatre	13.5
Wire Service	12.1
Danny Thomas	10.9

ARB National March, 1957

THE UNQUESTIONED #1 SYNDICATED SHOW IN THE U.S.A.

TV 1

DR. SYDNEY ROSLOW, DIRECTOR OF PULSE, INC., directed the tabulation of the special report proving that HIGHWAY PATROL is a record-breaking TV series.

ZIV Television

TIME AFTER TIME... **ZIV SHOWS RATE GREAT** IN CITY AFTER CITY!

SUPER-DYNODE and MICRO-MESH

Now RCA Image Orthicons Combine BOTH

For Color
RCA-6474

For Black-and-White
RCA-5820

If you are not yet in operation with new RCA Image Orthicons—which now combine SUPER-DYNODE and MICRO-MESH designs—get set for new improvements in picture quality and camera chain operation that will surprise you. Now you can say good-bye to dynode burn. No need to defocus anymore to kill mesh pattern and moiré. AND EVERY TV STATION MAN WILL LIKE THIS GOOD NEWS: *RCA Image Orthicons with Super-Dynode and Micro-Mesh design deliver top quality performance longer than ever before.*

RCA-5820's and -6474's with MICRO-MESH and the new SUPER-DYNODE design are available from your RCA Industrial Tube Distributor. Both types are directly interchangeable with all previous RCA-5820's and -6474's. For technical details on RCA Image Orthicons, write RCA Commercial Engineering, Section E 130, Harrison, N. J.

FACTS ABOUT RCA SUPER-DYNODE

For black-and-white

- Less dynode texture in "low-key" scenes

For color and black-and-white

- Easy to adjust dark-shading
- More uniform picture background
- Decelerator-grid voltage can be set at optimum value for highlight uniformity—throughout tube life
- Minimum undesirable background texture in low-light areas
- Cleaner colors in the dark areas

FACTS ABOUT RCA MICRO-MESH

- Eliminates mesh pattern and moiré effect without defocusing
- More than meets all technical requirements of 525-line TV system
- 750-mesh tube used with aperture-correction circuits can provide 100% response for 350-line information. 500-mesh tube without aperture-correction circuits produces only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems
- Micro-Mesh minimizes beat pattern between color subcarrier and frequency generated by the beam scanning the mesh-screen pattern
- Improves detail of color pictures

RCA®

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA · Electron Tube Division · Harrison, N. J.

A Matter of Definition

EDITOR:

Sindlinger & Co.'s survey during the period from March 17-23 on "How People Spend Their Time" [B•T, April 1] . . . indicated 70.7% of the people watch tv and 24.1% watch movies on tv.

Does the latter figure mean 24.1% of the 70.7% who watch tv, or does it mean 24.1% of the total number of people figuring in the survey?

Gloria Feezle
Media Dept.
Ridgeway Adv. Co.
St. Louis, Mo.

[EDITOR'S NOTE: You're right the second time. It means 24.1% of the people in the survey.]

Done Just Right

EDITOR:

The article on the Hoffman commercials [B•T, April 29] . . . was a deft job; made interesting reading and yet handled in a manner that got nobody in trouble.

Edward H. Meyer
Vice President
Grey Adv. Agency
New York City

[EDITOR'S NOTE—The commercials were a take off on Commentator Ed Murrow.]

Rebuts CBS' Claim

EDITOR:

As an old CBS man, I enjoyed reading about their activities in the educational field [B•T, May 13]. They have done some nice work in this field but, of course, the statement that in the past two years they have "become the largest non-governmental producer of educational films in the world" doesn't come anywhere near being accurate.

CBS' reference to the 120 films of an educational nature produced since June of 1955 should be compared, for example, to just one of the many film projects that we alone at EBF have worked on during the past nine months. We have produced 162 solid half hours of original film—the complete introductory course in physics as taught by one of the nation's greatest physicists.

In addition, we normally produce about a film a week, often more, plus some 75-90 filmstrips each year.

There are others in this field besides EBF and the sum total of their efforts puts CBS . . . pretty far down the list.

Maurice B. Mitchell, President
Encyclopaedia Britannica Films Inc.
Wilmette, Ill.

It Should Have Been There

EDITOR:

Suffice it to say that I have highest regards for the news coverage and journalism ability of B•T.

As for the research in the article on pages 36-37 of the May 6 issue, "How Tv Stands in the Top 125 Markets," I'm afraid this is a field you have invaded with extremely limited source material. I would respectfully ask that you refer to Bureau of the Census, Nielsen Coverage Study No. 2 and many other sources before jumping into a listing of the top markets.

J. W. Woodruff Jr.
President & General Manager
WRBL-TV Columbus, Ga.

[EDITOR'S NOTE: B•T's sources weren't at fault, but B•T editors were. Columbus, Ga., was inadvertently dropped from the list of markets, although it appeared in the source material. The list of top markets presented in B•T was a combination of lists submitted to the FCC by ABC and CBS.]

The KRGV-TV Market

EDITOR:

"All the Tv There's Going to Be" [B•T, May 6] should lend stability in television allocation generally, as it was designed to do. There was one accident, however, in connection with the tabulation of the television facilities in the top 125 markets in the U. S.

Under Brownsville-Harlingen-McAllen you list KGBT-TV, but omit completely KRGV-TV. We hesitated to mention it for quite some time, but I know how intensive the magazine's readership is and how closely most buyers follow it, which, of course, amplifies the damage through a mistake of this kind.

Brownsville is at the extreme east end of the Rio Grande Valley, McAllen is at the extreme west end of the Valley, and Harlingen approximately in the middle. KGBT-TV's transmitter is three and one-half miles southeast of Harlingen and KRGV-TV's is six miles west of Harlingen. It so happens KRGV-TV's office and studios are in the small town of Weslaco which is 17 miles west of Harlingen with two cities (LaFeria and Mercedes) in between Weslaco and Harlingen. Both chs. 4 and 5 do cover, and by all intent and purposes, the same market—however, ch. 5 does the best job.

O. L. (Ted) Taylor
President
KRGV-TV Weslaco, Tex.

[EDITOR'S NOTE—KRGV-TV, an NBC affiliate, belongs in that market's listing.]

WTOP Radio Got That Award

EDITOR:

The story on the art directors' award [B•T, May 20] incorrectly states that our Osborn portfolio of "Capital Types" was WTOP-TV's. It is WTOP radio's. Not only that but the folio is based on a series that we ran in B•T as color ads. For shame!

William Wiggins,
Director of Promotion & Advertising
WTOP Radio
Washington, D. C.

[EDITOR'S NOTE: WTOP's certificate of merit was in the promotion-graphic arts field.]

For Lennen & Newell's Files

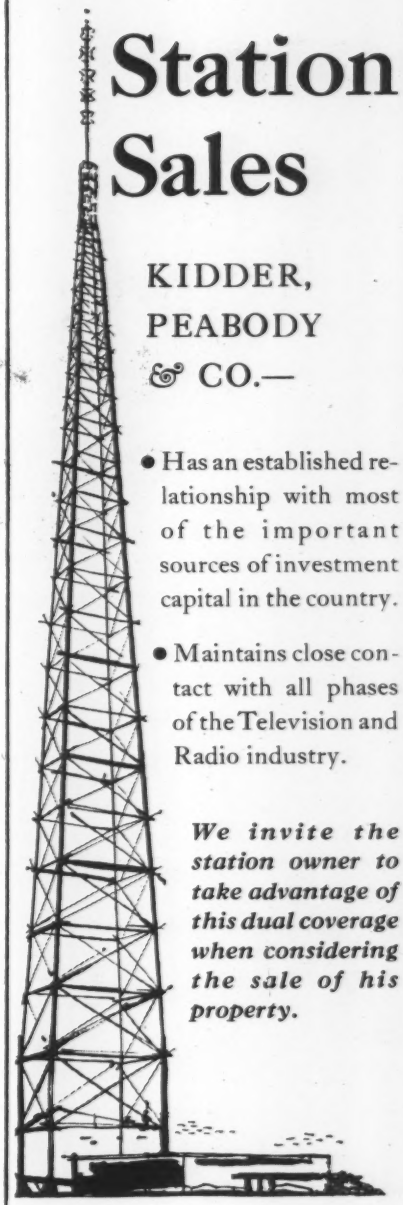
EDITOR:

Please send three copies of your article covering the success that Flav-R-Straws has had in broadcasting [B•T, May 13].

Jean Jaffee
Lennen & Newell
New York City

[EDITOR'S NOTE—Copies en route.]

Station Sales



KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

There's more to Florida!

The state's 8,426 miles of tidal coastline, its 30,000 lakes and its 71° average temperature are irresistible to corporations as well as individuals: each year hundreds of businesses move to Florida. For example, the state has become a major insurance center, with business increases since 1940 of from 555% (life insurance) to 628% (other insurance).

There's Jacksonville, for instance

. . . financial center of the Southeast, where more than 50 stories of new insurance office buildings have gone up recently. One company, Prudential, serves a ten-state area from a new 22-story showplace; its 1,500 local employees take home $6,000,000 annually. All told, the city is regional headquarters for more than 50 insurance firms, who echo the words of Prudential Vice President Charles W. Campbell, "We at Prudential are certainly sold on Jacksonville."

and WMBR-TV *insures your sales in Jacksonville's $1,775,521,000 market by delivering almost five times the audience of its competition inside the metropolitan area*— and eleven times the audience in the vast "outside" area!***

WMBR-TV — *Channel 4, Jacksonville · Operated by The Washington Post Broadcast Division*
Represented by CBS Television Spot Sales

WHICH TV STATION DOMINATES SOUTH BEND?

The South Bend-Elkhart Television Audience

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	I Love Lucy	50.5		
2.	I've Got a Secret	49.1		
3.	Red Skelton Show	48.7		
4.	What's My Line	45.8		
5.	The Millionaire	45.5		
6.	G. E. Theater	44.0		
7.	$64,000 Question	42.7		
8.	Hitchcock Presents	41.8		
9.	December Bride	41.1		
10.	Brave Eagle	37.5		
11.	Ed Sullivan Show	37.4		
12.	$64,000 Challenge	37.1		
13.	Perry Como Show		36.8	
14.	Do You Trust Your Wife?	36.4		
15.	Climax	36.3		
16.	Lassie	36.0		
17.	Robin Hood	34.9		
18.	Phil Silvers Show	33.5		
19.	Playhouse 90	33.5		
20.	Bob Cummings Show	33.3		
21.	Jack Benny Program	32.9		
22.	The Lineup	32.7		
23.	Gunsmoke	32.2		
24.	Name That Tune	32.0		
25.	Your Hit Parade		31.6	

ARB Ratings—February 8th thru February 14th

43 OF THE 50 TOP-RATED SHOWS ARE CARRIED BY WSBT-TV

There's no doubt about it—WSBT-TV dominates the South Bend television picture. One audience study after another proves this. You just don't cover South Bend unless you use WSBT-TV! Write for detailed market data.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS...A CBS BASIC OPTIONAL STATION

Broadcasting Publications Inc.

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BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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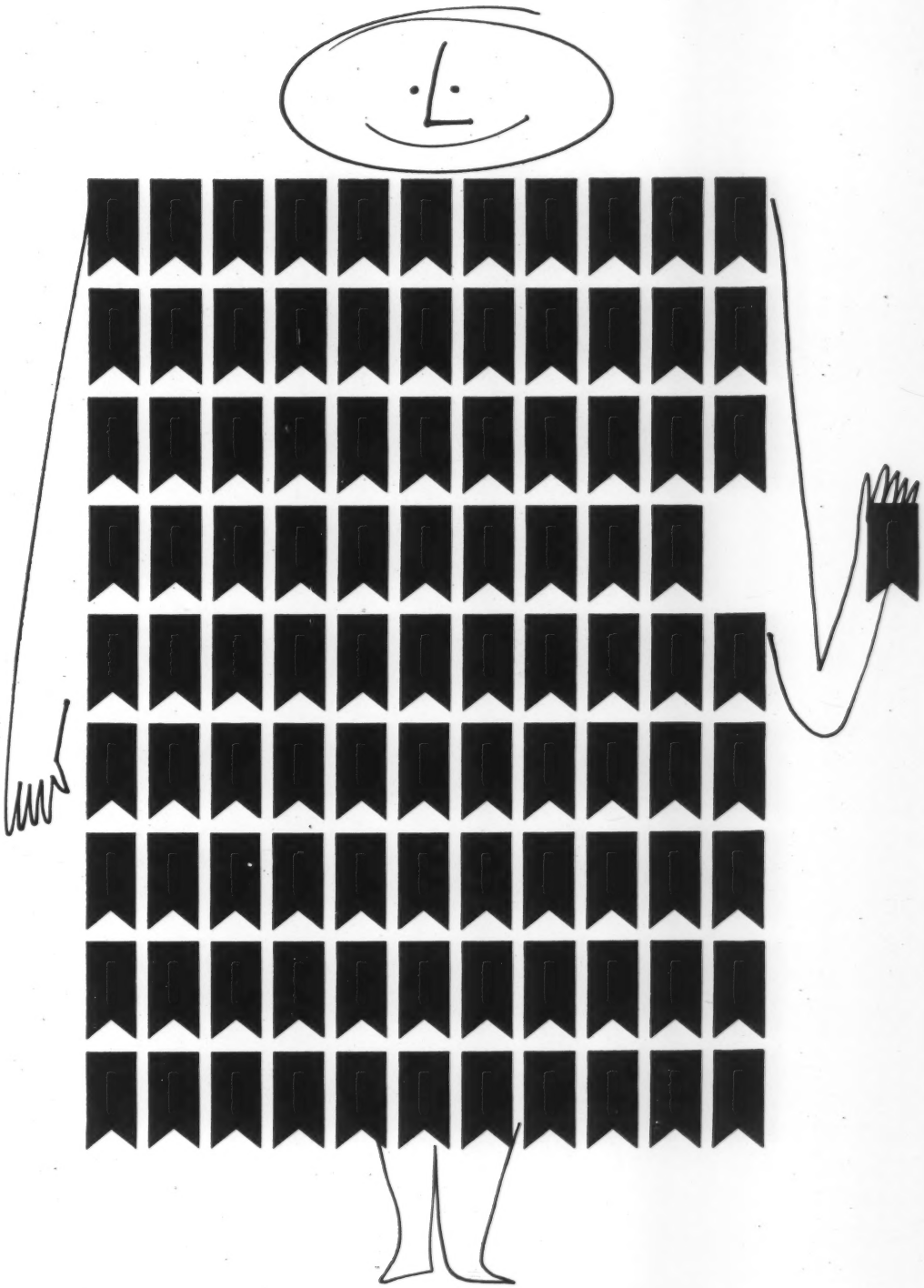


KNXT HAS JUST WON ITS 99TH* MAJOR PUBLIC SERVICE AWARD OR CITATION IN 48 MONTHS. THIS IS BEYOND QUESTION ONE OF THE MOST EXTRAORDINARY RECORDS IN TELEVISION HISTORY.

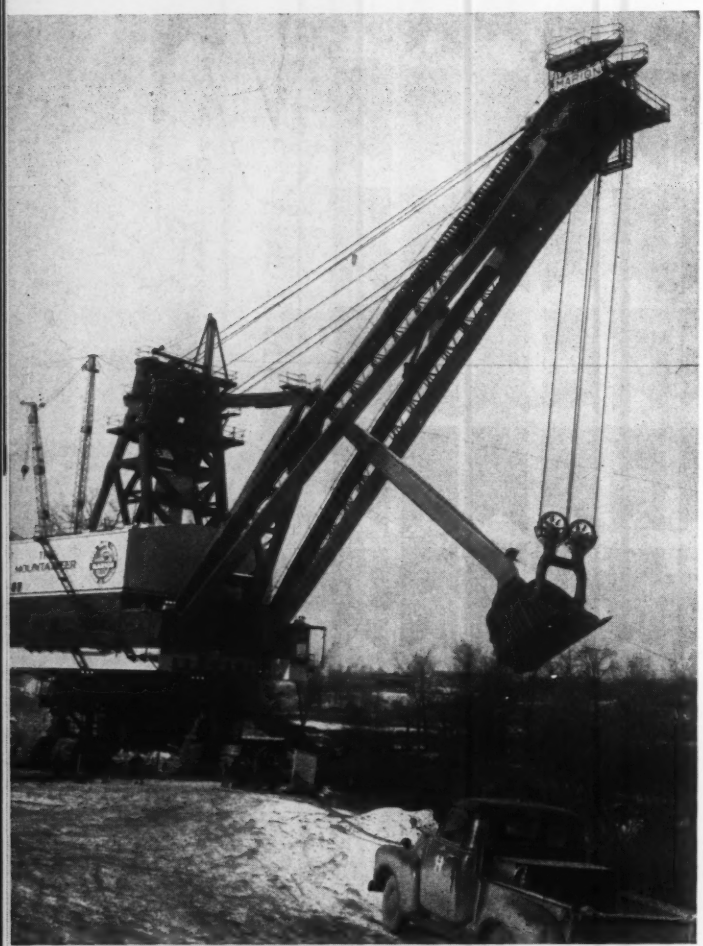
KNXT, CHANNEL 2 IN LOS ANGELES, CBS OWNED

*THE OHIO STATE UNIVERSITY AWARD ANNOUNCED MAY 6 (KNXT'S SECOND IN TWO YEARS). FIVE WEEKS EARLIER KNXT WON THE DUPONT FOUNDATION AWARD. THESE – LIKE THE PEABODY AWARD WON BY KNXT LAST YEAR AND THE SYLVANIA AWARDS WON THIS YEAR AND LAST – ARE AMONG THE MOST COVETED AND MOST MEANINGFUL AWARDS IN THE BROADCASTING INDUSTRY FOR PUBLIC SERVICE PROGRAMMING.

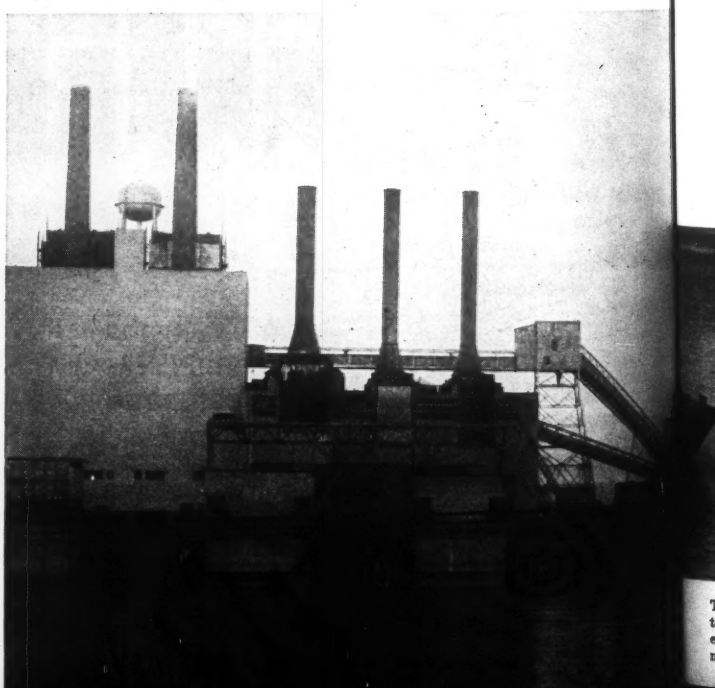
Chemical plants on the Ohio River banks draw pure, high quality rock salt from deep beneath the surface. The salt is ideal for the manufacture of chlorine and caustic soda, important ingredients in a wide variety of chemical products. Columbia Southern, Allied Chemical, National Aniline and Mobay Chemical are among the major chemical companies now operating in the Ohio Valley. In the past three years, chemical-plant construction in the WWVA area has passed the $100-million mark.

Wheeling, the gateway to the midwest, is the focal point for retail sales, wholesale distribution and manufacturing in the area. Located on the banks of the beautiful Ohio river and on National

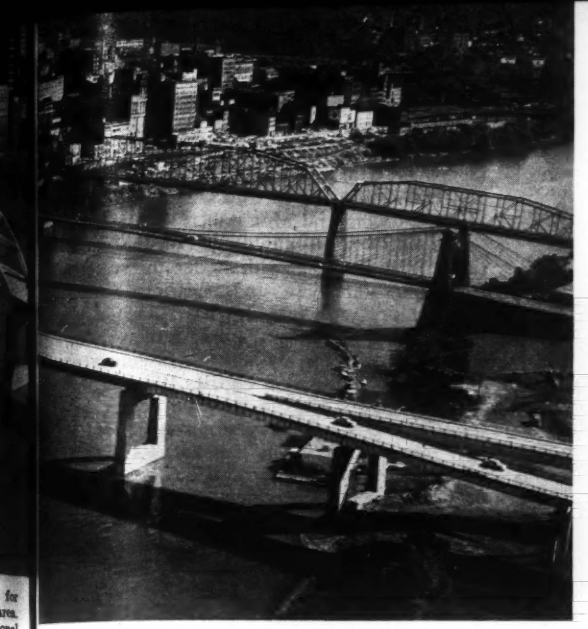
THE BOOMING OHIO VALLEY AND WWVA



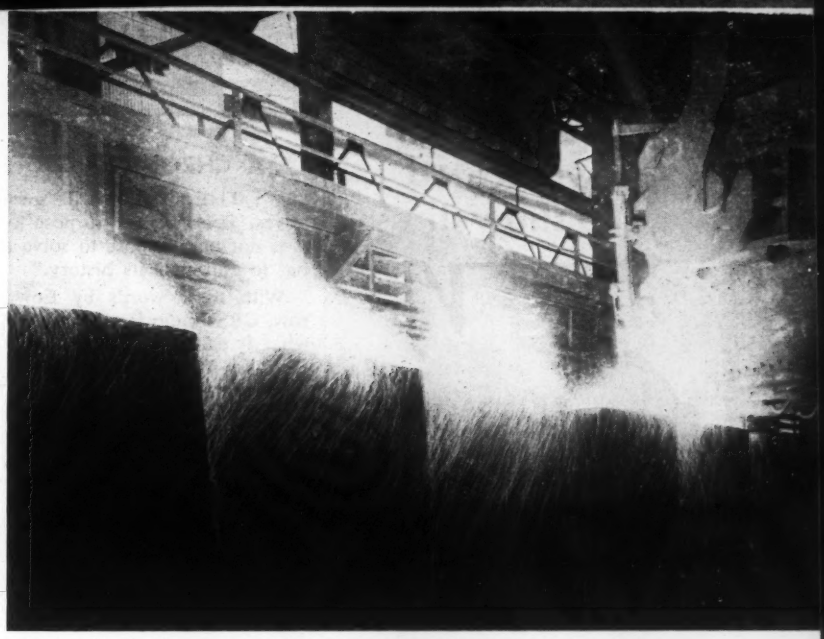
In the Wheeling area lies the nation's only natural supply of coal sufficient for power production necessary for aluminum plants in the eastern United States. Here is the world's largest stripping shovel operated by the Hanna Coal Co. New coal processes now make Ohio Valley power available at prices competitive with Hydraulic power. Projected underground mines fan out for 30 miles from the Wheeling area.



Generating facilities in and near Wheeling were increased by 1,100,000 KW during 1953-54, the greatest power-increase in the nation. Still more is needed every year. By 1958, power-generating facilities in the WWVA area will be increased by another 1,000,000 KW.



Road. Route 40, Wheeling is the natural hub of a prosperous three-state market. In the foreground is Wheeling's new multi-million dollar Fort Henry Bridge.



Steel flows into ingot molds every day in the big steel mills in the Wheeling district. In 1955, the two major Ohio Valley steel industries paid out more than 160 million dollars in wages, an increase of more than 15% over 1954 and expansion is continuing. By National Steel, of which Weirton Steel is a major division, more than 200 million dollars will be spent in expansion by 1957. Wheeling Steel's current program calls for 65 million in expansion.

Coal from the hills, salt from the earth and water from the river make the Wheeling-WWVA area the nation's fastest growing industrial region. Here more than One Billion Dollars has been spent in the past five years for plant-expansion and new construction. AND A BILLION MORE IS PLANNED FOR THE IMMEDIATE FUTURE!

For more than 30 years WWVA, the Friendly Voice, has been the area's leading radio station, the ONE advertising medium dominating a 2.2 billion-dollar market.

Surveys prove this dominant leadership again and again. In the most recent AREA PULSE, 43 counties surrounding Wheeling were measured. In every instance WWVA was the favorite station by a wide margin. WWVA ranked first in every quarter-hour surveyed from 6:00 am to 12 midnight, seven days a week. Every hour, every day, WWVA topped them all.

THE WHEELING AREA . . . a BOOMING STORER MARKET . . . best served, and best SOLD, by WWVA.

STORER BROADCASTING COMPANY

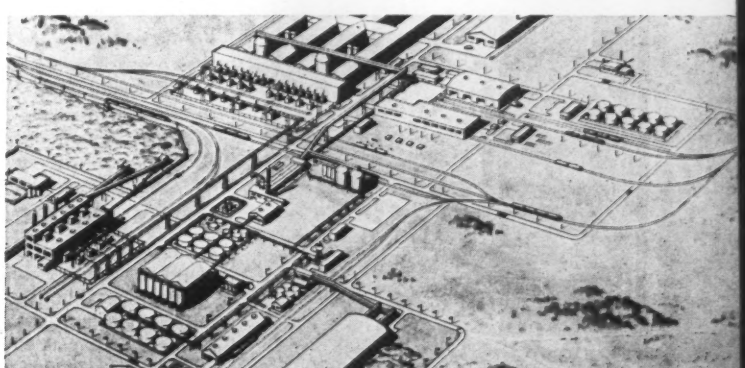
WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Michigan	**WAGA** Atlanta, Georgia	**WBRC** Birmingham, Alabama	**WWVA** Wheeling, W. Virginia	**WGBS** Miami, Florida
WSPD-TV Toledo, Ohio	**WJW-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich	**WAGA-TV** Atlanta, Ga	**WBRC-TV** Birmingham, Ala.	**KPTV** Portland, Ore.	**WGBS-TV** Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

The Ohio River provides Wheeling industry with low cost transportation to 60% of the nation's population. Annual Ohio River shipping is now estimated close to 85 million tons. Railroads plan $20,000,000 for improvements to meet the WWVA-area's booming industry.



Recent influx of primary aluminum manufacturing means hundreds of new plants to process and fabricate the product. Olin Mathieson's new 250-million-dollar basic plant is the world's first fully-integrated aluminum plant—so huge that new coal fields and power plants are being constructed to serve it. Result: Thousands of new jobs and new families for the

Outrates all syndicated shows!

STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

A CHRONICLE OF TERROR

". . . THE FACTS will speak for themselves. It is not our purpose to judge them. It is not our purpose to solve this case . . . but to chronicle its history."

With these words by Edward R. Murrow, CBS Radio last Monday night detailed what it calls *"A Chronicle of Terror: The Galindez-Murphy Case."* British mystery writer Eric Ambler, even with all the facts at his disposal, couldn't have come up with a more horrifying tale of international duplicity and intrigue. But CBS which one may presume knows less than all there is to know about the disappearance of Dr. Jesus de Galindez, political refugee of both Franco and Trujillo regimes, did its best to fashion a crime-tingling mystery in the tradition of its prize-winning 1951 *Nation's Nightmare* documentaries. This, in spite of the fact that its researchers unearthed little that was new in the opinion of some critics.

Dominican officials may pooh-pooh the CBS program as a grandoise project which "proved nothing" (see story, this issue), but there is good cause to think otherwise. It proved once again that radio has an unmatched immediacy, a capability of transmitting the dramatic unadorned by frills and hokum, and that when it comes to plain guts, CBS Radio's public affairs people reign supreme.

Ever since a year ago last March, Generalissimo Rafael L. Trujillo, like Macbeth, has been crying "out, damned spot" but all to no avail. And earlier this year, after young Gerry Murphy, an American pilot in the pay of the Trujillo regime, also disappeared from the face of the earth, presumably into the shark-infested Caribbean, *Life* magazine gave the story its extra-special treatment. But *Life* is not read by as many people as listen to CBS Radio.

If for no other reason than that, credit is due to producer Jay McMullen and his tireless staff of reporters and editors. They have brought home to a complacent America a frightening fact, namely: that a foreign power can mesmerize, hold in a vacuum of suspended terror, a sizeable segment of our citizenry; may swoop down unannounced unhampered and pluck them off one by one; and that our own FBI and State Dept. so far apparently stands helplessly by as the Galindezes and Murphys are spirited away behind a sugar cane curtain.

Production costs: Approximately $3,000

Pre-recorded and broadcast sustaining on CBS Radio, Mon., May 20, 8-9 p.m. EDT.

Producer-writer: Jay McMullen, assisted by Arthur Rabin, Theodore Sack and a staff of special correspondents.

POLITICAL QUIZ

DEMOCRATS probably chuckled and applauded; Republicans possibly muttered "sour grapes," but those of no fixed political faith might say that last Tuesday night's *Political Quiz* was effective use of radio for political propaganda.

For the show, which was tied in with Democratic Party Night across the nation, Adlai Stevenson appeared as moderator. On the panel: Harry S. Truman, Sen. John J. Sparkman of Alabama, Massachusett's Gov. Foster Furcolo and Mrs. Alben W. Barkley.

The entire show was pegged on the question, "Who did this?" with moderator Stevenson citing statements and occasions which the Democrats historically have labeled as Republican blunders. Chief targets, not surprisingly, were President Eisenhower, John Foster Dulles and Charles Wilson.

The answers for the most part were interestingly tart and Mr. Stevenson showed a deft moderator's touch that surpassed that of most broadcasting professionals.

If nothing else, *Political Quiz* indicated that the major parties are stepping up their efforts to inject some entertainment into stilted political preachments.

Broadcast sustaining on CBS Radio, Tuesday, May 21, 10:05-10:30 p.m. EDT (as equal time to GOP Lincoln Day Dinner broadcast last October).

Produced by the Democratic National Committee.

POPSICLE FIVE STAR COMEDY PARTY

ABC-TV has fared well with its offerings to the small fry and *Popsicle Five Star Comedy Party* should not detract from the network's batting average.

Rather than entrusting the emceeing chores to the usual bland character whose talents are restricted to broad smiles and semi-lapses into baby talk, *Party* elected to rotate the handling among established stars with a variety of talent.

Ventriloquist Paul Winchell and Jerry Mahoney hosted the May 18 debut and exhibited the brand of humor that delights youngsters, e.g., Jerry victimized by his own prank and winding up with a scalp full of broken eggs. Winchell and Mahoney stayed with the imported talent for the show, clowning with cartoonist Bob Bean and archer Ann Marstin.

Senor Wences, Olsen & Johnson, Ben Blue and Jerry Colonna will fill in on other weeks as m.c's. Their way has been made much easier by the debut efforts of the ventriloquist and his wooden sidekick.

Production costs: Approximately $10,000

Sponsored by Joe Lowe Corp. (frozen confections) through Paris & Peart on ABC-TV Sat., May 18, 5:30-6 p.m. EDT.

Producer, Director, Writer: Herb Moss.

BOOKS

VHF TELEVISION TUNERS by D. H. Fisher; 136 pp.; Philosophical Library, New York. $6.

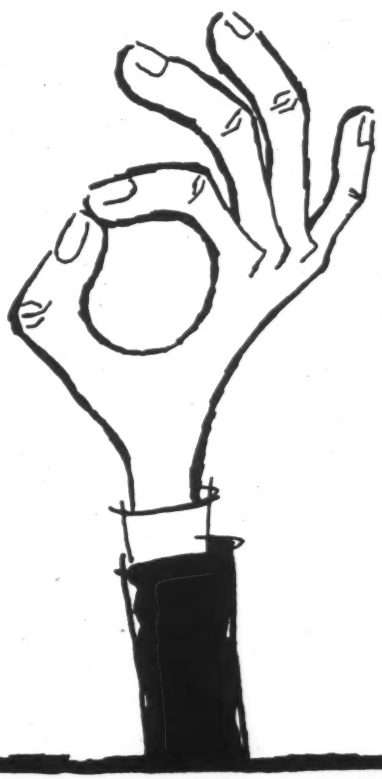
THIS technical volume covers all aspects of vhf (tv) tuning. It is divided into three sections: (1) tuner design; (2) tuner construction, and (3) tests, measurements and servicing. The book misses few points: Discussed (with diagrams) are frequency converters, oscillators, switch and turret tuners. Also discussed are the advantages of separate tuning units that can be removed from the tv set proper.

NOW...

KPTV · PORTLAND *is* VHF

Channel 12 · *NBC Television*

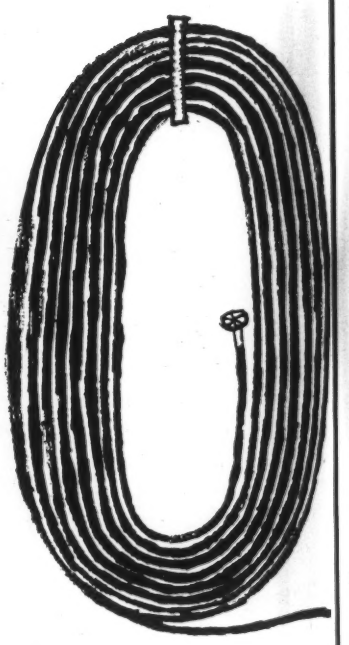
KPTV . . . Oregon's first television station and the world's first commercial UHF station—now gives you a new, VHF Channel 12 in the Portland market. When you buy KPTV Channel 12, you get four exclusive "plusses" offered by *no other Portland TV station:* (1) Top-rated NBC shows and stars; (2) The best local shows and film packages of *two* stations (KPTV merged with KLOR, the former Channel 12); (3) Almost 5 years of viewer loyalty to Oregon's *first* TV station; (4) *Proven results* for hundreds of advertisers. Be sure the bright, new KPTV, Channel 12 is on your advertising schedule.



KPTV *Channel* **12**
Portland, Oregon

NBC Television

Represented Nationally by George P. Hollinbery Co.

GR 

The April National ARB, just out, shows: In daytime entertainment programs, NBC Television now leads the second network in 15 out of 18 competitive quarter-hours. In just one year, NBC Television's daytime entertainment audience has increased 48%. *This is the greatest one-year growth-story in the entire history of television.*

NBC TELEVISION

77%

MORE audience in Lansing

20 to 1 power

5000 LIVELY WATTS

Feb.—Mar. '57 Hooper In Lansing Shows MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.—12 noon	58.9	26.6
12 noon—6:00 p.m.	54.6	32.7

LANSING MICHIGAN

More listeners than all other stations heard in Lansing combined*

*Jan. thru Mar. average C. E. Hooper, Inc.

WILS music news sports

Represented Nationally by Venard, Rintoul & McConnell, Inc.

OUR RESPECTS

to Reginald Wofford Twiggs

IF Reg Twiggs, vice president of McCann-Erickson and manager of its Los Angeles office, were asked to pick a personal slogan, he might well borrow that of one of his major accounts and choose "Reach for a Coke." For he credits his promotion to the top post only nine months after he had joined M-E's Los Angeles branch largely to the "incredibly lucky break" that involved him in the defensive action of Coca-Cola when Pepsi-Cola picked San Diego to introduce its Coke-size bottle.

"Because this happened in my own back yard I had the chance to work closely with our own top executives in New York and those of Coca-Cola in Atlanta in organizing the San Diego counter-offensive," he says, "and to participate in introducing Coke's new king-size bottle in Los Angeles. A man might wait five or ten years for a chance like that but it dropped in my lap almost as soon as I'd joined McCann-Erickson."

Radio and tv play a major part in Coke advertising on the Coast and account for a high percentage of the budgets of Coke bottlers from Seattle to San Diego, whose advertising is handled out of the M-E Los Angeles branch, Mr. Twiggs says. He cites *Spotlight on Youth*, weekly half-hour program on KTTV (TV) Los Angeles featuring high school talent. *Youth* commercials are limited to the statement that it is presented by the Coca-Cola Bottling Co. of Los Angeles, for "a wonderful public relations job on lessening faculty opposition to Coke and other soft drinks and getting dispensers into the schools."

In addition to this "no-sell" tv series, Cokes has a continuous campaign of tv spots and a heavy radio schedule of spots and participations that now is building up to its annual warm weather peak, Mr. Twiggs reports, noting that broadcast activity for Coca-Cola, Bell Brand Foods and other clients of his office accounts for nearly half of its total billings.

"Neil Reagan [radio-tv vice president] and his staff also produce *Climax* and *Shower of Stars* for Chrysler, *Art Linkletter's House Party* for Swift and other shows for a total of more than 30 clients whose programs originate through this office," he states. "It's a wonderfully efficient and smooth operation."

Others might apply those same adjectives to Mr. Twiggs' own advertising career, but the way he tells it his rapid progress has been the result of a series of fortuitous breaks. Born May 16, 1918, Reginald Wofford Twiggs was moved at six to Detroit, where he attended grade and high school. During his senior year at Southwestern High he found he'd been awarded a four-year scholarship at Oberlin College ("a teacher had sent in my name without telling me").

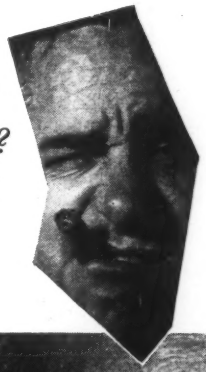
THEN, after graduation with a BA degree in 1939, he says, "I had a really lucky break, landing an agency job in Cleveland without spending a couple of years in retail selling or newspaper work as everyone told me I'd have to." True, the job was a combination shipping clerk-delivery boy affair, but it carried the title of production manager, which enabled him to move to another shop where he was production manager in fact as well as in name. Another move and the title of assistant account executive was added to his production managership.

After four years with the Army Air Force, which he entered as a private and left with rank of first lieutenant, Mr. Twiggs in 1946 returned to Cleveland and advertising as a full-fledged account executive for Meermans Inc. Two years later, he became an account group supervisor in charge of a staff of six at Meldrum & Fewsmith, Cleveland. He'd probably still be there, he smilingly relates, if another of his lucky breaks had not come along in 1954. A trouble-shooting trip took him to Los Angeles, where he'd spent some time during the war, and the expansion of the city's advertising activity in the intervening decade amazed him. So, when a duty telephone call to a friend of a friend in the Los Angeles office of Erwin, Wasey, led to an invitation to join up and work on the Carnation account, he accepted.

Before he left Cleveland, Reg Twiggs promised a friend with McCann-Erickson that he'd call Burt Cochran, M-E chief in Los Angeles, on his arrival there. He did; they met, and two years later came the invitation to become account supervisor there. The day before he'd been told he was in line for a vice presidency at Erwin, Wasey so the decision wasn't easy, but he made the move in April 1956 and in January 1957 he succeeded Mr. Cochran as top man in that office.

Mr. Twiggs and his wife, the former Marjorie Meermans, whom he met on the Oberlin campus, and their 10-year-old daughter, Gretchen, live in La Canada, a northern suburb of Los Angeles. His hobbies are golf, tennis and, on rare occasions, water color painting. He belongs to the Advertising Club of Greater Los Angeles, Southern California Advertising Golf Assn. and Oberlin Alumni Club.

Got
Hooper headache?
...Nielsen nerves?
...Pulse palsy?



Ease the strain with a TRI-FI* look at WTCN-Radio

***TRI-FI is super HI-FI . . .** it gives you proof positive that advertising on WTCN-Radio pays off . . . because it goes without saying that big national advertisers keep paying out good money only when they see good results. Advertising consistency and advertiser renewals show the tremendous value of WTCN-Radio's cumulative and coincidental audience, both for introducing a new product and boosting an established product in the Minneapolis-St. Paul market. And the rate card shows what a tremendous buy WTCN-Radio is for you! For the inside story on Twin City radio, get a TRI-FI look at WTCN from your Katz representative.

Check WTCN . . . where BIG things are happening!

WTCN **MINNEAPOLIS - ST. PAUL**

5000 WATTS ABC 1280 kc.

Represented nationally by Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM & TV, Grand Rapids; WFBM AM & TV, Indianapolis.

Nielsen Study # 2 Shows WPTF

A Better Buy Than Ever!

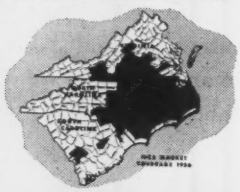
More daily listeners than any other North Carolina, South Carolina or Virginia station!

Reaches over 50% of all radio homes in 84 counties! Three more counties than 1952 study.*

BIGGER MARKET!

Population	3,150,700
Households	767,760
Spendable Income	$3,388,498,000
Retail Sales	$2,390,992,000
Food Sales	$ 545,229,000
Drug Sales	$ 66,746,000
Gen. Merchandise	$ 308,037,000
Apparel Sales	$ 129,851,000
Home Furnishings	$ 141,796,000
Automotive Sales	$ 516,305,000
Gas Station Sales	$ 217,529,000
Farm Population	1,246,100
Gross Farm Income	$1,069,116,000

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. Mason, General Manager

Gus Youngstedt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.

National Representatives

IN PUBLIC INTEREST

KCMJ Scans Desert; Girl Found

KCMJ Palm Springs, Calif., to stress the importance of radio during National Radio Week, broadcast two news features and a dozen public service descriptions of a 15-year-old girl who was missing on the desert for 48 hours. As a result, the girl was located, nearly 100 miles South of Palm Springs, by a motorist who had heard the announcement on KCMJ.

Girl Returns, Thanks to Radio

JOSEPH DELLA MALVA, morning news editor, WDGY Minneapolis-St. Paul, has been commended by Lt. Gladys Cook of the Minneapolis Crime Prevention Bureau for efficient work in locating a missing person. As a result of Della Malva's broadcast that 15-year-old Brenda Franks was missing from her home, a listener reported to the police that the girl was in Marshalltown, Iowa.

KTTV (TV) Kicks Off Funds Drive

A CAMPAIGN for funds for the California Epilepsy Society was kicked off with a special film program on KTTV (TV) Los Angeles Money collected in the drive will be used for research and education in the disease, and to establish clinics to help the 65,000 epileptics in California.

Site Problem Aired on KFMB-TV

IN a recent telecast on KFMB-TV San Diego, local authorities discussed the controversy over relocation of San Diego's municipal airport. The public service program was scheduled by station management to inform viewers of the facts in the dispute, as presented by persons intimately involved.

KNX Gives Records to Schools

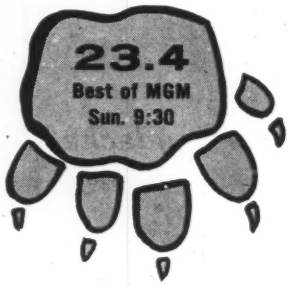
KNX Los Angeles has presented 2,500 classical records to the Los Angeles Board of Education as part of the station's observance of National Music Week and Public Schools Week. The records, including many symphonies and operas, will be used in music appreciation classes.

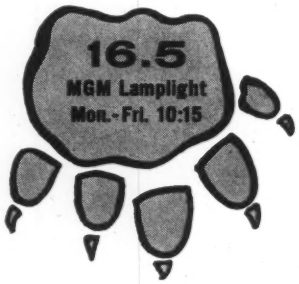
KDYL to Refugee's Aid

KDYL Salt Lake City, airing the case of a Hungarian refugee who ran afoul of a hiring policy on the part of the Granite District School Board, reportedly helped lead to the revocation of a 25-year-old rule which said the board would not hire employes who smoked. The refugee, Frank Molnar, was removed from his job as a painter on the grounds that he smoked at home in violation of a Granite Board ruling established in 1932 denying employment to users of alcohol, tobacco, or narcotics.

KUBN Leads to Stolen Car

AN ANNOUNCEMENT by KUBN Bemidji, Minn., giving the license number of a recently stolen car, led to the apprehension of two car thieves. A local resident, who had heard the broadcast, spotted the missing car and alerted authorities to its whereabouts.





LION-SIZED IMPRESSIONS

. . . made by Leo and MGM features!

In South Bend-Elkhart just *one* station delivers audience dominance with big game MGM movies. That station is WNDU-TV, where Leo is undisputed "King of the Ratings" nearly 20 hours a week,* daytime and nighttime.

Untamed ratings, lion-sized impressions, captured audience are available in MGM.

Call Edward Petry & Co. about bagging these MGM trophies for your client.

*April ARB

Bernie Barth, *Gen. Mgr.*
Tom Hamilton, *Sales Mgr.*

WNDU·TV
CHANNEL 46

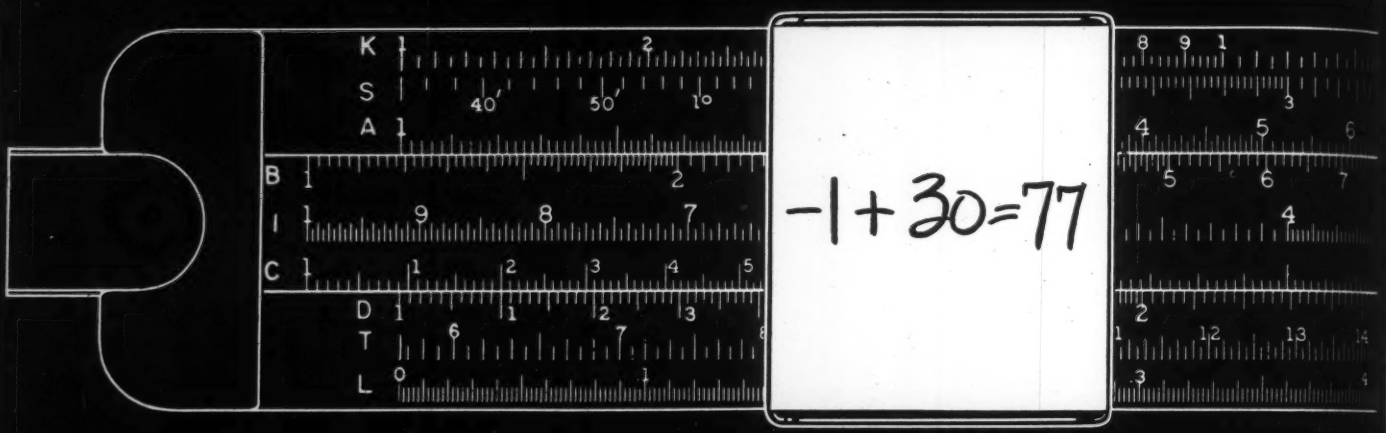
Television's One-Book Reference Library

B•T's annual Telecasting Yearbook-Marketbook is revving up. Deadline is June 22 for advertising reservations. As in previous issues, the new book will present a vast collection of important, useful data about the entire tv profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to tv, of agencies and their tv accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. 15,000 circulation. Further details upon request to B•T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

Deadline: June 22!

Sales Power IN THE CAROLINAS



A HARBINGER OF GOOD NEWS FOR YOU!

There's good news for you in the NCS #2 report on actual viewing of Southeastern TV families.

—1 + 30 = 77 may even stump Univac, but for the discerning advertiser it means simply that WBTV lost one county in the NCS #2, but picked up 30 counties for a total coverage area of 77 prosperous North and South Carolina, Tennessee and Virginia counties.

Here's your good news:

- A population increase in WBTV's coverage area of 49.8% for a new total of 3,821,700 potential customers.*
- A 43.3% increase in Effective Buying Income brings the new total to $4,258,069,000.*
- A retail sales increase of 45.2% giving a new total of $3,028,602,000.*

WBTV's dominant position overpowers the Carolinas' second-place station by 48.5%; submerges the third-ranked station by 63.6%; and swamps the fourth-ranked station by 80%.

Forget your former formula. Translate —1 + 30 = 77 into potent Sales Power for you! Contact WBTV or CBS Television Spot Sales for the complete Nielsen story on the Southeast's top television station.

*1956 "Survey of Buying Power"

WBTV CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING TELECASTING

Vol. 52, No. 21 MAY 27, 1957

FCC PUTS A SLUG IN THE COIN BOX

- **It dashes hope of toll tv advocates for fast test approval**
- **It wants basic questions answered before it tackles case**

THE FCC by a unanimous vote of its seven members decided last Thursday that it needed more information about the hows and whats of pay tv tests before it could begin to consider whether to authorize experimental operation.

It asked for written comments to a series of 11 questions by July 8. After that, the FCC said, it would decide whether field trials should be authorized or whether a full hearing must first be held.

Based on past experience it was considered an odds-on bet that the Commission will be unable to come to grips with this problem before fall—or later.

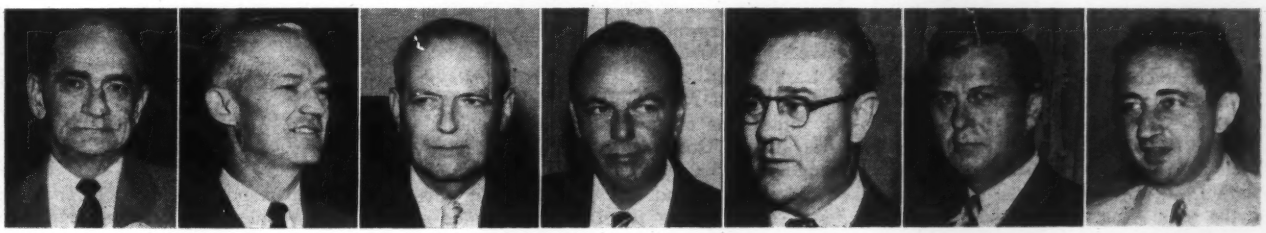
The six-page document, issued at an unprecedented time of 6 p.m. Thursday (to avoid stock exchange repercussions, it was understood), bore a concurring opinion by Comr. Richard A. Mack. It was Mr. Mack's contention that the Commission has sufficient information on hand to determine what he considers the basic question—whether pay tv is in the public interest. However, Comr. Mack said, since a majority of the Commission feels that further evidence is required, he concurred.

Key to the Commission's thinking—and it is understood a majority of the FCC is ready to approve experimental trial operations—was contained in the following statements in the Notice of Further Rule Making which the Commission issued last week:

" . . . We believe that an adequate trial demonstration of subscription tv in operation is indispensable to a soundly based evaluation of its acceptability to the public, its capacity to enlarge the selection of program fare, now or foreseeably available under the present system, its significance as a possible additional source of financial support for continued expansion of the nation's television services, its potential impact, beneficial or otherwise, on the established television system and its mode of operation in actual practice. . . ."

The decision to call for further information was apparently impelled by the in-

7 QUESTIONERS AND 11 QUESTIONS



McCONNAUGHEY HYDE CRAVEN MACK BARTLEY DOERFER LEE

THE FCC wants to know just exactly how pay tv operation will work under test authorization. In its notice last week it listed 11 specific questions it wished answered by July 8—ranging from what city or cities should be permitted to host subscription tv trials to how the tests might assist the Commission in evaluating pay tv.

Here, verbatim, are the 11 questions:

1. The city or cities in which it may be desirable and feasible to conduct trial demonstrations.

2. Whether trial operations should be confined to a single station in any individual community; or whether more than one station could participate.

3. Whether a trial in any individual community should be confined to a single system; or whether it is proposed that more than one system be demonstrated in any individual community at the same time.

4. If known, the identity of the individual stations which it is proposed would broadcast subscription programs in each community where trial operations would be conducted; and the basis for their selection.

5. The time required for the production, distribution and installation of the necessary coding and decoding equipment, and commencement of subscription programming.

6. The minimum period of actual system operations necessary to a meaningful demonstration of the manner in which subscription television would operate, and of the reaction of the public to this novel type of television service.

7. The approximate minimum and maximum numbers of subscribers during the trial run in each city where trial demonstrations are proposed.

8. Whether it is essential for a satisfactory trial demonstration of any proposed system that decoding equipment be sold or leased to the participating subscribers, and the terms of such sale or lease.

9. The number of broadcast hours per week, and during the hours of 6:00 p.m. to 11 p.m. on weekdays and 1:00 p.m. to 11 p.m. on Sundays, which it is believed would be required for a meaningful trial demonstration of subscription television.

10. Whether it would be preferable to state such limitations as may be imposed on subscription broadcasts in terms of a maximum number of hours per week, per month or per year, or in terms of some maximum percentage of the station's total broadcast hours per week, month or year.

11. A statement of the specific ways in which it is believed that the conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits, and potential hazards or disadvantages of subscription television if it were subsequently authorized on a more general scale.

AGENCY MAY USE TOLL TV

A MAJOR advertising agency may decide to test commercials via a wired system of pay television developed by International Telemeter.

Paul MacNamara, vice president of International Telemeter, said the agency (which he did not identify) has not yet entered into an agreement but that talks are continuing.

Since International Telemeter, a subsidiary of Paramount Pictures Corp., leases equipment, a franchise to operate the system could be obtained by the agency which then could install a studio in a small community and pipe shows directly into homes.

Apparently the particular attraction to the agency that has considered the wired method of testing commercials is the probability that the system would pay for itself. The agency conceivably could program shows and commercials in the daytime. For this, of couse, there would be no charge to the viewer.

In certain nighttime periods, on the other hand, the agency's "studio" could put on motion pictures for which it would collect the tolls.

The system also could be used, it is explained, to sample what the viewer is watching on all channels, including the wired free presentations and regular commercial programs. This live tap would be set up similarly to the A. C. Nielsen device that tells which station the viewer is watching at any given time. A magnetic tape attachment would permit all of the shows watched to be recorded.

jection of basic questions by Rep. Oren Harris (D-Ark.) in his letter to the FCC last month [B•T, April 29]. Rep. Harris raised the primary issue of whether the Commission should not ask for Congressional guidance before taking any action on pay tv.

It has been a strong impression in some quarters that many Congressmen feel they should legislate on the fundamental question whether pay tv is broadcasting as defined in the Communications Act of 1934, or whether it is more like a public utility or a common carrier.

In fact, Rep. Emanuel Celler (D-N. Y.) has introduced a bill (HR-586) which would prohibit a charge being levied for tv broadcasts viewed in the home.

Four of the commissioners two weeks ago held a two-hour conference with Mr. Harris, who is chairman of the House Commerce Committee [B•T, May 20]. This is the House unit which is responsible for radio-tv legislation.

At the same time the Commission issued its call for additional information, it also formally replied to Mr. Harris' April 19 letter. The FCC stated, it was understood, that until the additional information called for last week is submitted it cannot answer the queries posed.

It also expressed the view, it was understood, that after comments were received in answer to last week's notice, the Commission must then decide whether to authorize tests and then perhaps ask Congress to legislate—or perhaps come to Congress first before any further action on its own part.

The two-page letter, with last week's notice as an attachment, was hand-delivered Thursday afternoon to Mr. Harris—and to Sen. Warren G. Magnuson, chairman of the companion Senate Commerce Committee.

The FCC move—which indicates a complete reversal on the part of several commissioners who favored immediate test authorizations as early as last March [B•T, April 1]—is expected to delay a decision further until the fall.

This deduction is predicated on the belief that there undoubtedly will be requests for an extension of the 45-day period during which stations and proponents of systems and those for and against subscription tv are invited to answer the inquiry regarding test approval. The consensus among observers is that it will be Labor Day before the Commission will be in a position further to consider this subject.

The Commission usually suspends other than routine business during August for summer vacations.

It is known that Comr. Robert E. Lee strongly urged a 30-day period for replies in order to bring things to a head before the summer recess intervened. Comr. Lee has publicly called for tests "in the market place" to determine whether pay tv does have support from the public.

Last March, there was understood to be a majority of four commissioners in favor of authorizing pay tv tests. These included, it is known, Chairman George C. McConnaughey, and Comrs. John C. Doerfer, T. A. M. Craven and Mr. Lee. Bucking this move—and calling for further evidence—were Comrs. Rosel H. Hyde and Robert T. Bartley. Comr. Mack felt then, as he declared also last week, that the Commission must first determine the basic public interest question.

Those in favor of approving field tests were also agreed that strict limitations were required in order to keep the tests within the bounds of experimentation. Suggested provisions included such limitations as prohibiting the trial runs in markets with less than four stations, to network affiliates, to vhf stations, to certain portions of the day or week, or to certain percentages of the day, week or month.

Other questions had to do with the question of whether a single system should be permitted in each test city, or whether all or any systems should be permitted to engage in the field tests, and whether the test should be limited to only one station per city or to all stations in the market.

It was quickly observed that even should the FCC receive all comments by the July 8 deadline, a new commissioner and a new chairman will be sitting when the next step is considered. This could mean, it was noted, that the present majority favoring tests might become a minority. Mr. McConnaughey's term expires June 30.

The trial period—if authorized—is expected to last two or three years. By then, it is believed, the soundness or limitations of pay tv proposals should be evident.

In February 1955, the FCC issued its first formal notice on pay tv—inviting comments on proposals submitted by Zenith Radio Corp., Skitatron Electronics & Television Corp., and International Telemeter Corp. A pro and con file exceeding 25,000 comments—one of the largest in the FCC's history—was the result.

In its notice last week, the FCC declared unequivocally that it has the power to authorize pay tv if it finds that it is in the public interest to do so.

But, it also added, it had not made up its mind just how pay-as-you-see tv should be classified. There have been strong arguments that subscription tv comes within the meaning of broadcasting as defined in the Communications Act—and just as sturdy espousal that it should be treated more like a public utility or a common carrier.

The Commission in its notice said it was not necessary to reach a determination on this question now, particularly since answers to some of the pertinent questions on this point might be after the trial.

It also emphasized that if the additional information left still uncertain the extent of test operations, it might order oral hearings. And, it made clear, even if test operations were authorized, there still would be major decisions which would have to be answered —some by further hearings, and others probably by Congress—before the ultimate question is reached: Whether or not to authorize pay tv as a commercial service.

TEXT OF FCC'S REPLY TO HARRIS ON TOLL TV

THIS is in response to your letter of April 19, 1957, requesting a statement of the Commission's views concerning eight questions relating to proposals for the use of television broadcast frequencies for subscription television.

You will recall that several members of the Commission met with you on May 14, 1957, for a preliminary exchange of views with respect to the matters contained in your letter. Since that time, the Commission, in giving further consideration to this matter, has determined that a notice of further proceedings in the pending subscription television proceeding (Docket 11279) should be issued. This Notice is designed to advise the interested parties of the Commission's determination that a trial demonstration of subscription television may now be desirable and appropriate in the current proceedings, so that a sound decision may be reached as to whether the authorization of subscription television will serve the public interest, convenience and necessity.

However, as indicated in the Notice, the question of field demonstrations in itself poses problems, in terms of the nature and scope of such demonstrations and the conditions under which they should be conducted.

The objective is to obtain for the Commission the most useful information and data upon which it may base its conclusion in the matter. Accordingly, the Commission has requested the interested parties to submit statements informing us as to their views on specific questions relating to the conditions and factors which would govern the conduct of trial demonstrations of subscription television.

With respect to the specific questions raised in your letter, the Commission feels that it would be premature at this time to attempt to state its views on matters as basic to the proceeding as those presented by you. The Commission has not as yet, except to the extent indicated in the attached Further Notice, made any final determinations on several of the fundamental problems facing it in this proceeding and which were contained in the original Notice of Proposed Rule-Making issued on Feb. 11, 1955. It is our belief that the detailed information which we expect will be submitted in response to the Further Notice will be extremely pertinent and helpful in the resolution of these questions.

More particularly, you will note that the information called for is of the very nature which is necessary for an adequate response to the policy questions raised in your letter of April 19, 1957. In addition, such information should also enable the Commission to determine whether amendatory legislation is required and should be recommended to the Congress in connection with subscription television service. The Commission feels that its reply will be considerably more meaningful and useful to your Commmittee if it is based upon an evaluation of the specific data, information, and viewpoints of the parties submitted in response to the enclosed Further Notice.

We are, however, in a position to provide the factual information you request with respect to the volume of comments received by the Commission in the proceeding in Docket 11279, as follows:

The major comments in the subscription television proceeding were filed by the following parties:

Proponents: Skiatron Electronics & Television Corp., Skiatron Tv Inc.; International Telemeter Corp.; Zenith Radio Corp.; Teco Inc.

Networks: ABC, CBS, NBC.

Associations: Joint Committee on Toll Tv, NARTB.

Equipment Manufacturers: Jerrold Electronics Corp.

In addition to the foregoing, briefer comments were filed by a number of vhf and uhf stations and by organizations including educational institutions and others. Informal letters expressing views pro and con have been received from over 28,000 members of the public.

I trust that the foregoing will suffice, for the present, as a response to your letter. You may be assured that the Commission will keep your Committee advised of further developments in this proceeding and will, as expeditiously as possible in the circumstances, respond to the matters raised in your letter following the receipt and evaluation of the comments requested in the Notice of Further proceedings.

KUDNER DROPS GM TAB TO MJ&A

• $6 million institutional: NBC-TV 'Wide Wide World'

• $5 million radio-tv budget for Pontiac marks jump

A SWITCH of the General Motors Corp. institutional advertising budget—from the Kudner Agency to MacManus, John & Adams, Bloomfield Hills, Mich., and New York—was only one reason for joy in the MJ&A camp last week.

In addition to GM's $6 million "institutional buy"—unprecedented in automobile history—of all of *Wide Wide World* on NBC-TV, MJ&A got unofficial word that a quadrupled Pontiac Motors Division broadcast budget of $5 million will be added to the agency billings for next season.

The agency president, Ernest A. Jones, had just finished adressing over 150 of MJ&A's key personnel at a two-day management session at Bloomfield Hills headquarters when approval of the Pontiac budget came through. Mr. Jones had predicted MJ&A's billings would reach $100 million by 1965 and based this optimism on the past record of agency growth. While total advertising billing has increased 134% since 1947, he declared, that of MJ&A has shot up 317%. Presently it stands at over $37 million, he said.

The figure shortly will be changed to $48 million. The GM institutional purchase, announced jointly last Wednesday by GM President Harlowe H. Curtice and NBC President Robert W. Sarnoff, is all of *Wide Wide World* next season in its regular 4-5:30 p.m. time slot on Sunday. Effective Sept. 15, GM will sponsor 20 ninety-minute programs every other Sunday. *WWW* will alternate with *Omnibus*, so far to be sponsored by only one advertiser, this past season's Union Carbide Co. (Also scheduled for the 4-5:30 p.m. spot next season on NBC-TV are four sports spectaculars as yet unannounced).

The GM purchase is of interest for these reasons:

• Pegged at $6 million, it is understood to represent the largest single tv outlay by an automobile manufacturer for "institutional" advertising in a single tv season. Chrysler Corp.'s sole institutional efforts to date have been last year's *It's a Great Life* on NBC-TV and the current CBS-TV *Climax-Shower of Stars*. This weekly CBS-TV hour-long series is estimated to run into a figure of $4 million per season. Ford Motor Co. is not now sponsoring an "institutional" tv show, having dropped CBS-TV *Ford Star Jubilee* and having bowed out of NBC-TV *Producers' Showcase* last season.

• In former seasons, *WWW* was purchased by GM and then reassigned to its divisions, among them, Delco-Remy and AC Sparkplug. Involved were several agencies, now one will handle the show.

• It marks an end to the reign of Kudner Agency as the "institutional agency" for GM, although the *WWW* purchase does not affect Kudner's status as the Buick agency.

The additional $5 million gained by MJ&A in broadcast billing for GM has not been announced formally, but it entails Pontiac's 1957-58 radio-tv budget, representing a jump of $3.5 million over this past season's expenditures. A proposal for the 1957-58 ad strategy was submitted to Detroit GM officials a month ago and won approval.

Just as the 1958 Pontiac will undergo a facelifting job, so will its advertising strategy. Bullish on tv in the 1955-56 season (NBC-TV *Playwrights '56* and other network tv sponsorships), Pontiac cut broadcast expenditures drastically this past season, being seen on only one show—the Dec. 30, 1956 pro-football sportscast on NBC-TV.

Pontiac spent $1 million on its 1957 new-model announcement campaign, scattered radio-tv spot drives and the MBS Notre Dame U. football series. This past spring, it souped up its radio activity with recent purchases of the NBC Radio hourly newscasts and in CBS Radio's segmentation plan. All told, its 1956-57 broadcast budget could safely be estimated at no more than $1.6 million.

The 1957-58 strategy for Pontiac, envisioned by MJ&A and approved by GM:

• It plans to use approximately $1.5 million worth of network tv time, sponsoring four or five spectaculars, two of which already have been firmed up on NBC-TV. These are the Mary Martin "Annie Get Your Gun" musical extravaganza, which Pontiac will co-sponsor with Pepsi-Cola Co. (through Kenyon & Eckhardt) on Nov. 27. It has signed, too, for the Dec. 29 pro football *World Series* on NBC-TV, but has an option to relinquish parts of this to other sponsors, should Pontiac wish to redistribute its tv coin at a later date. The remaining three spectaculars are not yet scheduled but Pontiac expects to be on with them the end of February, end of March and end of May.

• It plans to spend $2 million in tv spot announcements in the top 35 markets, with the intention of staying in these markets for periods up to 52 weeks. This is based on Pontiac's and the agency's desire to "latch on" to the best possible time slots during the day and evening.

The $2 million spot figure conceivably may mark not only a "first" for Pontiac, but for the entire auto manufacturing industry. Although auto dealers and associations from time to time have spent considerably more in spot, this Pontiac purchase may mark the first time an automaker has had a spot campaign of this scope.

• Another $750,000 has been allocated toward a 13-week radio spot campaign to coincide with announcement time for the new model. This drive will go into 80-90 markets, but will not represent the actual announcement campaign. This push will enter the nation's living rooms via 1,400 radio stations, probably around the end of November. (Pontiac, as conscious of the competition as the next automaker, naturally won't divulge unveiling dates).

• Beginning Sept. 22, Pontiac will sponsor the MBS Notre-Dame U. football games.

Spot Radio Up 40.5% In First '57 Quarter

SPOT radio gross time sales rose to an all time high in the first quarter of 1957, showing an increase of 40.5% over the first quarter of 1956, according to a report released for today (Monday) by Lawrence Webb, managing director of Station Representatives Assn.

Mr. Webb said the estimated total of spot radio gross time sales for the first three months of this year was $48,827,000, compared with $34,750,000 for the same period in 1956. Price Waterhouse Co. made the estimate for SRA.

Mr. Webb said that without any question the tremendous increase can be attributed to the heavy saturation spot campaigns in the top major markets. But he said there are indications even the major secondary markets are sharing in this upsurge in spot radio advertising. Spot checks throughout the country have shown some stations with more than a 50% increase as against the same period in 1956, Mr. Webb reported.

The SRA official noted more and more national advertisers are turning to spot radio with increased budgets and there appears to be no letup in the buying. He estimated that if the present trend continues national spot gross time sales "could easily exceed $200 million this year."

SUMMING UP 1957'S FIRST QUARTER SPOT TV

NATIONAL ADVERTISERS spent $116,935,000 for spot television time in the first three months of 1957, TvB reported last week in releasing its first-quarter study of tv spot spending as prepared by N. C. Rorabaugh Co. This is apart from their expenditures for talent and production.

The top 100 spenders in TvB's list had an aggregate gross outlay of $75,193,200 for spot time. These same 100 advertisers also invested $69,011,458, also gross, in network television time during the first quarter, according to figures compiled by B•T from Publishers Information Bureau data.

The $116.9 million spot total for the first quarter of 1957 reflects reporting from 321 stations. It compares with $100.2 million in the same period of 1956, which reflected reporting from 267 stations. The 16.7% gain was attributed to more than the increase in number of stations reporting. Said TvB President Norman E. Cash: "We compared the same 255 stations that reported in both quarters. These stations show an increase on a gross one-time rate basis of 11.7% for the first quarter of '57 over the similar period for '56."

Moreover, he noted, 23 companies invested more than $1 million in the first quarter of this year, as against 15 in the first quarter of last. Many leading spot advertisers increased their spot spending, and most of the 31 major product classifications also showed substantial increases, Mr. Cash said. "It is apparent, from our analysis, that advertiser endorsement of spot television continues at a healthy and lively pace," he concluded.

SPOT BUYING BY CATEGORY

AGRICULTURE	$ 410,000
Feeds, Meals	280,000
Miscellaneous	130,000
ALE, BEER & WINE	8,514,000
Beer & Ale	7,548,000
Wine	966,000
AMUSEMENTS, ENTERTAINMENT	119,000
AUTOMOTIVE	2,293,000
Anti-Freeze	13,000
Batteries	39,000
Cars	1,212,000
Tires & Tubes	237,000
Trucks & Trailers	502,000
Miscellaneous Accessories & Supplies	290,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	450,000
Fixtures, Plumbing, Supplies	69,000
Materials	129,000
Paints	96,000
Power Tools	23,000
Miscellaneous	130,000
CLOTHING, FURNISHINGS, ACCESSORIES	2,170,000
Clothing	2,000,000
Footwear	157,000
Hosiery	8,000
Miscellaneous	5,000
CONFECTIONS & SOFT DRINKS	7,234,000
Confections	3,563,000
Soft Drinks	3,671,000
CONSUMER SERVICES	3,177,000
Dry Cleaning & Laundries	42,000
Financial	550,000
Insurance	509,000
Medical & Dental	53,000
Moving, Hauling, Storage	115,000
Public Utilities	1,523,000
Religious, Political Unions	265,000
Schools & Colleges	21,000
Miscellaneous Services	99,000
COSMETICS & TOILETRIES	10,660,000
Cosmetics	2,703,000
Deodorants	1,222,000
Depilatories	313,000
Hair Tonics & Shampoos	2,070,000
Hand & Face Creams, Lotions	128,000
Home Permanents & Coloring	812,000
Perfumes, Toilet Waters, etc.	189,000
Razors, Blades	6,000
Shaving Creams, Lotions, etc.	891,000
Toilet Soaps	1,491,000
Miscellaneous	835,000
DENTAL PRODUCTS	1,536,000
Dentrifices	1,191,000
Mouthwashes	41,000
Miscellaneous	304,000
DRUG PRODUCTS	12,981,000
Cold Remedies	3,330,000
Headache Remedies	1,896,000
Indigestion Remedies	2,448,000
Laxatives	1,608,000
Vitamins	565,000
Weight Aids	130,000
Miscellaneous Drug Products	2,531,000
Drug Stores	273,000
* FOOD & GROCERY PRODUCTS	32,860,000
Baked Goods	7,371,000
Cereals	2,408,000
Coffee, Tea & Food Drinks	6,904,000
Condiments, Sauces, Appetizers	1,316,000
Dairy Products	1,697,000
Desserts	146,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,701,000
Fruits & Vegetables, Juices	2,381,000
Macaroni, Noodles, Chili, etc.	721,000
Margarine, Shortenings	1,498,000
Meat, Poultry & Fish	1,637,000
Soups	100,000
Miscellaneous Foods	2,072,000
Miscellaneous Frozen Foods	1,156,000
Food Stores	1,752,000
GARDEN SUPPLIES & EQUIPMENT	190,000
GASOLINE & LUBRICANTS	5,422,000
Gasoline & Oil	5,249,000
Oil Additives	137,000
Miscellaneous	35,000
HOTELS, RESORTS, RESTAURANTS	87,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	2,808,000
Cleaners, Cleansers	1,258,000
Floor & Furniture Polishes, Waxes	79,000
Glass Cleaners	278,000
Home Dry Cleaners	907,000
Shoe Polish	18,000
Miscellaneous Cleaners	268,000
HOUSEHOLD EQUIPMENT— APPLIANCES	1,472,000
HOUSEHOLD FURNISHINGS	1,380,000
Beds, Mattresses, Springs	1,167,000
Furniture & Other Furnishings	213,000
HOUSEHOLD LAUNDRY PRODUCTS	3,732,000
Bleaches, Starches	596,000
Packaged Soaps, Detergents	2,823,000
Miscellaneous	313,000
HOUSEHOLD PAPER PRODUCTS	1,618,000
Cleansing Tissues	480,000
Food Wraps	125,000
Napkins	262,000
Toilet Tissue	167,000
Miscellaneous	584,000
HOUSEHOLD, GENERAL	592,000
Brooms, Brushes, Mops, etc.	3,000
China, Glassware, Crockery, Containers	3,000
Disinfectants, Deodorizers	285,000
Fuels (Heating, etc.)	41,000
Insecticides, Rodenticides	35,000
Kitchen Utensils	5,000
Miscellaneous	220,000
NOTIONS	30,000
PET PRODUCTS	1,679,000
PUBLICATIONS	553,000
SPORTING GOODS, BICYCLES, TOYS	115,000
Bicycles & Supplies	—
General Sporting Goods	1,000
Toys & Games	107,000
Miscellaneous	7,000
STATIONERY, OFFICE EQUIPMENT	131,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	423,000
Antennas	83,000
Radio & Television Sets	97,000
Records	150,000
Miscellaneous	93,000
TOBACCO PRODUCTS & SUPPLIES	10,331,000
Cigarettes	9,847,000
Cigars, Pipe Tobacco	442,000
Miscellaneous	42,000
TRANSPORTATION & TRAVEL	884,000
Air	475,000
Bus	174,000
Rail	213,000
Miscellaneous	22,000
WATCHES, JEWELRY, CAMERAS	1,249,000
Cameras, Accessories, Supplies	136,000
Clocks & Watches	1,008,000
Jewelry	58,000
Pens & Pencils	47,000
MISCELLANEOUS	1,835,000
Trading Stamps	369,000
Miscellaneous Products	773,000
Miscellaneous Stores	693,000
TOTAL	$116,935,000

* Includes frozen foods in appropriate sub-classifications. Supersedes earlier practice of grouping all frozen foods in a separate category.

BLUE CHIPS IN SPOT TV:

THE TOP 100 SPENT $75,193,200 IN THE FIRST QUARTER OF 1957 AND PUT ANOTHER $69,011,458 OF THEIR BUDGETS INTO NETWORK

		Spot	Network	Total
1	PROCTER & GAMBLE	$3,726,800	$11,890,958	$15,617,758
2	BROWN & WILLIAMSON	3,633,000	1,196,385	4,829,385
3	STERLING DRUG	2,942,900	914,698	3,857,598
4	CONTINENTAL BAKING	2,822,000	167,056	2,989,056
5	CARTER PRODUCTS	2,447,100	592,186	3,039,286
6	PHILIP MORRIS	1,993,000	390,081	2,383,081
7	GENERAL FOODS	1,922,600	4,156,842	6,079,442
8	WARNER-LAMBERT	1,882,800	449,748	2,332,548
9	COLGATE-PALMOLIVE	1,688,800	4,592,848	6,281,648
10	NATIONAL BISCUIT	1,611,300	520,882	2,132,182
11	MILES LABS	1,535,700	1,343,700	2,879,400
12	INTL. LATEX	1,408,700	none	1,408,700
13	LIGGETT & MYERS	1,397,400	2,203,456	3,600,856
14	AMERICAN TOBACCO	1,317,600	1,974,873	3,292,473
15	LEVER BROS.	1,313,500	2,803,133	4,116,633
16	GROVE LABS.	1,211,600	296,355	1,507,955
17	FORD MOTOR	1,168,300	3,255,809	4,424,109
18	COCA-COLA (BOTTLERS)	1,155,300	634,001	1,789,301
19	PEPSI-COLA (BOTTLERS)	1,143,900	92,374	1,236,274
20	KELLOGG	1,105,800	1,660,821	2,766,621
21	AMERICAN CHICLE	1,085,000	516,214	1,601,214
22	P. LORILLARD	1,012,300	1,183,812	2,196,112
23	BULOVA WATCH	1,002,200	744,732	1,746,932
24	ESSO STANDARD OIL	919,000	none	919,000
25	ROBERT HALL	910,800	none	910,800
26	CORN PRODS. REFINING	846,800	730,834	1,577,634
27	MAX FACTOR	794,600	413,331	1,207,931
28	AVON	765,200	none	765,200
29	THOS. J. LIPTON	728,100	343,614	1,071,714
30	AMERICAN HOME PRODS.	718,400	4,319,087	5,037,487
31	FOOD MFRS.	696,700	none	696,700
32	HAROLD F. RITCHIE	692,600	none	692,600
33	GLAMORENE	667,100	none	667,100
34	NESTLE	652,000	1,059,861	1,711,861
35	PETER PAUL	650,400	none	650,400
36	ADELL CHEMICAL	640,400	none	640,400
37	BEECH-NUT LIFE SAVERS	639,100	none	639,100
38	BLOCK DRUG	603,600	none	603,600
39	PLOUGH INC.	591,500	none	591,500
40	HELAINE SEAGER	586,100	none	586,100
41	CHARLES ANTELL	583,600	none	583,600
42	TEA COUNCIL	581,600	none	581,600
43	MINUTE MAID	579,500	51,920	631,420
44	TEXAS CO.	576,100	none	576,100
45	SEVEN-UP (BOTTLERS)	574,900	none	574,900
46	SHELL OIL	530,200	none	530,200
47	SIMMONS (DEALERS)	525,200	none	525,200
48	R. J. REYNOLDS	491,600	2,898,646	3,390,246
49	J. A. FOLGER	488,300	none	488,300
50	P. BALLANTINE	469,800	none	469,800
51	RALSTON-PURINA	$ 464,200	$ 491,767	$ 955,967
52	MARATHON	437,100	none	437,100
53	READER'S DIGEST	428,600	none	428,600
54	ANHEUSER-BUSCH	425,200	none	425,200
55	WESSON OIL-SNOW DRIFT	422,800	621,862	1,044,662
56	FLA. CITRUS COMM.	421,000	154,599	675,599
57	STANDARD OIL, IND.	412,800	132,786	545,586
58	UNITED FRUIT	412,000	none	412,000
59	H. J. HEINZ	403,100	519,659	922,759
60	WM. WRIGLEY	400,200	none	400,200
61	RCA	399,300	457,768	857,068
62	BRISTOL-MYERS	387,700	2,973,298	3,360,998
63	SUNSHINE BISCUIT	386,900	none	386,900
64	MAYBELLINE	382,800	43,916	426,716
65	M. J. B. CO.	381,600	none	381,600
66	SARDEAU	380,800	none	380,800
67	ROBERT CURLEY	379,400	none	379,400
68	SOCONY MOBIL	369,400	none	369,400
69	NATIONAL DAIRY	368,200	1,696,588	2,064,788
70	CLOROX	359,000	none	359,000
71	BUITONI PRODS.	356,100	none	356,100
72	PILLSBURY MILLS	353,900	1,090,234	1,444,134
73	PABST	352,300	339,288	691,588
74	FALSTAFF	345,400	none	345,400
75	E. F. DREW	340,700	none	340,700
76	FRONTIER FOODS	339,000	none	339,000
77	SINCLAIR REFINING	336,600	none	336,600
78	AMERICAN BAKERIES	336,300	6,025	342,325
79	QUAKER OATS	328,900	1,308,298	1,637,198
80	U. S. BORAX	321,400	none	321,400
81	GROCERY STORE PRODS.	319,900	none	319,900
82	PHARMACEUTICALS INC.	316,500	2,241,342	2,557,842
83	DRACKETT	314,400	none	314,400
84	HILLS BROS. COFFEE	310,700	none	310,700
85	CHARLES PFIZER	304,900	none	304,900
86	STANDARD BRANDS	303,400	1,000,022	1,303,422
87	PIEL BROS.	292,900	none	292,900
88	BON AMI	288,700	153,470	442,170
89	BEST FOODS	288,000	918,240	1,206,240
90	WILDROOT	282,600	352,806	635,406
91	CARNATION	282,000	514,295	796,295
92	F. & M. SCHAEFER BREW.	277,200	none	277,200
93	MILNER PRODS.	266,800	none	266,800
94	PETRI WINE	265,700	none	265,700
95	PACIFIC TEL. & TEL.	260,700	none	260,700
96	WARD BAKING	260,200	none	260,200
97	MONARCH WINE	259,200	none	259,200
98	GENERAL MILLS	256,200	2,596,938	2,853,138
99	MARS	255,400	none	255,400
100	BURGERMEISTER BREWING	254,300	none	254,300

TV NETWORK BUYS AND BUYERS

NATIONAL advertisers in five product categories continued to funnel blue chips into network tv in March at a rate high enough to pile up a nearly-$10 million gross billing edge for the January-March period over the total set for the first quarter a year ago.

These leading product categories included such pace setters as foods, drugs, soaps, toiletries and industrial materials. The last named, as of March, was coming up strong. First quarter gross for the networks this year was $126,440,618, or just a shade under $10 million more than the same period in 1956.

Procter & Gamble outstripped its nearest contender (Chrysler) in the top 10 listing—as compiled from Publishers Information Bureau data—by nearly $2.5 million. At gross rates, the networks in March sold more than $4 million in time to P&G.

Nine of the top 10 advertisers appeared in both the February and March compilations. The single change was General Motors' reappearance in the listing, and the drop from the top 10 of R. J. Reynolds. Seven of the nine advertisers placing both months in the top 10 listing increased their spending in March as compared to February. Colgate - Palmolive was nearly equal in its March total compared to February, while both General Foods and American Home Products spent less in March.

GM thus far in the year has not emerged as a leading network buyer to the extent that it had a year ago. In March 1956, General Motors had been No. 2 with more than $2 million of time bought on the networks at gross rates. But for that month this year, GM spent a little more than $1.1 million to hold sixth ranking.

TOP TEN ON TV NETWORKS MARCH 1957

1.	PROCTER & GAMBLE	$4,028,856
2.	CHRYSLER	1,596,358
3.	COLGATE-PALMOLIVE	1,412,781
4.	AMERICAN HOME PRODS.	1,380,011
5.	GENERAL FOODS	1,359,065
6.	GENERAL MOTORS	1,141,249
7.	GILLETTE	1,125,372
8.	LEVER BROS.	1,098,443
9.	FORD	1,089,912
10.	BRISTOL-MYERS	974,306

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING MARCH '57 AND JANUARY-MARCH '57 AS COMPARED TO 1956

	Mar. '57	Jan.-Mar. '57	Mar. '56	Jan.-Mar. '56
AGRICULTURE & FARMING	$	$	$ 85,493	$ 150,584
APPAREL, FOOTWEAR & ACCESS.	463,185	965,625	276,057	838,506
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	4,370,493	12,669,657	5,510,012	15,815,615
BEER, WINE & LIQUOR	626,612	1,776,184	574,521	1,670,714
BUILDING MATERIALS, EQUIP. & FIXTURES	520,175	1,080,411	283,492	698,820
CONFECTIONERY & SOFT DRINKS	558,311	1,930,522	991,831	2,722,835
CONSUMER SERVICES	543,733	1,265,551	77,953	176,746
DRUGS & REMEDIES	4,041,741	11,965,016	3,135,059	9,388,243
FOOD & FOOD PRODUCTS	8,736,544	25,903,203	7,532,000	22,098,911
GASOLINE, LUBRICANTS & OTHER FUELS	286,035	745,887	431,532	1,146,102
HORTICULTURE		51,720		
HOUSEHOLD EQUIPMENT & SUPPLIES	1,622,793	5,089,539	2,469,335	7,513,398
HOUSEHOLD FURNISHINGS	225,638	686,753	303,450	710,092
INDUSTRIAL MATERIALS	1,303,796	3,804,576	774,324	2,364,860
INSURANCE	683,121	1,590,297	332,002	1,098,371
JEWELRY, OPTICAL GOODS & CAMERAS	682,825	2,061,244	482,640	1,156,149
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	376,286	747,792	424,918	1,119,263
PUBLISHING & MEDIA	309,524	817,826	111,013	318,194
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	226,319	1,063,622	689,154	2,185,037
SMOKING MATERIALS	3,788,993	10,702,261	3,872,530	11,000,907
SOAPS, CLEANSERS & POLISHES	5,582,926	16,191,317	5,131,048	14,269,762
SPORTING GOODS & TOYS	37,196	100,270	31,545	104,889
TOILETRIES & TOILET GOODS	7,942,539	23,825,096	6,704,033	19,221,274
TRAVEL, HOTELS & RESORTS	143,009	296,461	42,090	145,320
MISCELLANEOUS	481,621	1,109,788	337,297	777,928
TOTAL	43,553,415	126,440,618	40,603,332	116,692,520

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MARCH 1957

KNOMARK MFG.	$ 102,765
CHRYSLER	1,596,358
JOSEPH SCHLITZ BREWING	274,875
JOHNS-MANVILLE	99,243
SWEETS CO. OF AMERICA	205,773
AT&T	432,265
AMERICAN HOME PRODS.	1,151,896
GENERAL FOODS	1,359,065
GULF OIL	237,345
WESTINGHOUSE ELECTRIC	352,540
ARMSTRONG CORK	88,465
ALCOA	282,510
PRUDENTIAL	301,335
BULOVA	248,604
HALLMARK CARDS	148,868
TIME INC.	309,524
RCA	150,917
R. J. REYNOLDS TOBACCO	972,029
PROCTER & GAMBLE	3,568,876
MATTEL	31,127
GILLETTE	1,125,372
PAN AMERICAN	143,009
QUAKER OATS	133,148

Talk about promoting!

We don't talk about it. We do it! And in spades. Day in and out 'round Baltimore we talk up W-I-T-H—and our advertisers. Nobody—but nobody— is immune to it. Even the steeplejack atop City Hall can see our giant **TRANSLUX SIGN** in the heart of town—and our **BILLBOARDS** —and our **BUS SIGNS.** Housewives see them, too, as well as our **MOVIE TRAILERS** and our daily **NEWSPAPER ADS.** And when they visit their food store—any food store, chain or independent—they see powerful W-I-T-H **POINT-OF-SALE.** New Baltimoreans learn about us right off the bat through **WELCOME WAGON** Teen-agers pick up a W-I-T-H weekly **HIT TUNES FOLDER** on every excursion to their record store. Constant **DIRECT MAIL** and **TRADE ADS** flow to the food and drug channels. Promoting? It's our lifeblood —and one of the big reasons why W-I-T-H has twice as many advertisers as any other Baltimore radio station.

Buy

W-I-T-H

in Baltimore

Tom Tinsley President **R. C. Embry** Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta

In Louisville—

the more you compare programming, ratings, coverage, or costs per thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE

NBC AFFILIATES

NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WSAAA Hears Three On Rating Misuses

THREE experts, scheduled to debate the reliability of program ratings at last Monday's monthly meeting of the Western States Advertising Agencies Assn., instead wound up by agreeing that what's really wrong is not the ratings but the way they are used and misused.

Edwin Cahn, manager of the Pacific Coast office of The Pulse Inc., described ratings as an expression of the public's opinion of a program as entertainment. As such they are valuable, he said, but it would be folly for an agency to depend solely on ratings when deciding whether to buy a particular program or not.

In fact, he noted, ratings can probably be more helpful in buying spots by showing which programs provide the best adjacencies, than in buying programs, where a contract for 13, 26 or 39 weeks is signed before the show is on the air and any rating is available.

Only for the decision whether or not to renew the series do ratings give much assistance to the program buyer, Mr. Cahn commented, and by that time sales figures should be available, providing a much better answer than ratings as to whether sponsoring that program has done a job for the advertiser.

Dr. Martin L. Klein, rocket research specialist at North American Aviation and also a tv performer on the *Adventure Tomorrow* science series on ABC-TV, objected to ratings reports from both points of view.

As a statistician, Dr. Klein said, he resents the presentation of a rating figure like 13.1 which implies that the measurement is exact to one-tenth of a rating point whereas in fact it means only that the true rating is somewhere within two or three points above or below the published figure.

A rating now given as 20, he stated, should not be reported as 20, but as 16-to-24, showing the probable range within which the program's popularity falls. In answer to questions, Dr. Klein admitted that if the double-figure system of reporting ratings were followed it might add to, rather than diminish, confusion about ratings, as each station or agency would use the upper figure to build up its own programs, the lower one to knock down the programs of the competition.

As a performer, Dr. Klein objected to the fact that in two years on the air he'd been told a great deal about his program's rating but nothing at all about the program itself or how to give the public what it wants. "The graphic arts people can tell you that men like blue and will buy goods put up in blue packages," he said, "and that women like red and will buy things in red packages, but no one can tell you what people want in tv."

Ratings should be looked on not as final answers but as a measure of opportunity, Dr. Floyd L. Ruch, president, Psychological Services Inc., and professor of psychology at U. of Southern California, said. The important thing is how the advertiser and its agency take advantage of the opportunity their radio or tv activity gives them to sell goods, he stated.

For this purpose a knowledge of what the program is doing to modify the buying behavior of its audience or to modify the attitudes that lead to the desired behavior is more important than to know the number of listeners or viewers a program has, Dr. Klein commented. He urged that less attention be given to ratings and more to motivation research, which he said can show why some programs with low ratings do a better selling job for their sponsors than other shows with higher ratings do for theirs.

Attempts of the speakers to answer the inevitable question about why different rating services give different ratings to the same program with explanations as to the effects of weather, competitive attractions, differing techniques of collecting data from differing population samples and the like proved no more satisfactory to the questioners than usual.

Questions of this sort persisted until Dr. Ruch cut them off by reporting that he teaches a course in statistics at USC which meets three times a week for 18 weeks and devotes about 25% of its total time to this question. He invited those who really want to understand why ratings vary from service to service to sign up for his course next semester.

MERCHANDISING AID

AS a means of gaining maximum mileage out of its extensive advertising budget in radio, television and other media, Kraft Foods Co., Chicago, has engaged David Piel Inc., New York, producer of sales training films and tv film commercials, to produce three 15-minute sales training films to teach Kraft salesmen the principles behind the company's advertising program. In turn, the films are designed to help the salesmen persuade Kraft customers, such as jobbers and retail outlets, to capitalize on company advertising through use of local promotional and advertising efforts. The agency for Kraft is J. Walter Thompson Co., Chicago.

Sheaffer Sets School Drive

THE heaviest back-to-school advertising and promotion campaign in the history of Sheaffer Pen Co. will be launched Aug. 1 in behalf of the company's new sterling-silver-tipped ballpoint pen, officials said last week in introducing the new models. *Private Secretary,* which Sheaffer co-sponsors on CBS-TV (Tues., 8:30-9 p.m. EDT); spot television, and both spot radio and spot tv on a dealer cooperative basis, will be used along with newspapers and magazines to promote both the new ballpoint and Sheaffer's new cartridge fountain pens and cartridge fountain pen desk set, which also were introduced last week. Russel M. Seeds Co., Chicago, is the agency.

D-F-S Unit to Make Top Agency Decisions

A SIX-MAN executive committee appointed last week at Dancer-Fitzgerald-Sample, New York, will operate at the top level in decision making and marks the further growth of D-F-S in the ranks of agencies with high radio-tv billings. In 1956, D-F-S was among the top 10 agencies in radio-tv.

DR. BROWN

Of significance is the assignment of the committee's chairmanship to Dr. Lyndon O. Brown, who is vice president in charge of media merchandising and research. Other members of the committee (all vice presidents): Fred T. Leighty, account supervisor and management, and account supervisors Chester T. Birch, Sidney J. Hamilton, Gordon H. Johnson and George G. Tormey. Mr. Leighty was elected secretary of the committee. All six have been with D-F-S an average of 12 years.

According to the announcement by H. M. Dancer, board chairman, and Clifford L. Fitzgerald, president, the executive committee membership will be appointed annually by the D-F-S board.

D-F-S' current overall billing is said to be approximately $65 million with radio-tv's share $37.5-$39 million.

Major function of the executive committee is to "initiate, advise on, and approve all major plans, basic advertising campaigns and important recommendations to clients." D-F-S also has an advisory committee, creative plans board and an operating committee. But with the agency's growth, the need for a standing committee to handle problems in determining the calibre of recommendations to clients has been felt. The new executive committee is expected to fill that role.

American Airlines Launches Binaural Test for Program

STEREOPHONIC sound got a shot in the arm last week as American Airlines, celebrating its fourth anniversary of *Music Till Dawn* on nine major market radio stations, launched a test of binaural broadcasts via KNX-AM-FM Los Angeles and KCBS-AM-FM San Francisco. The effort was launched through the help of a major tape recording manufacturer, and if the test proves successful, the experiment will be tackled by other stations presently carrying the program.

Those interested in the stereophonic *Music Till Dawn* are WCBS-AM-FM New York, WWJ-AM-FM Detroit, WBBM-AM-FM Chicago and KRLD-AM-TV Dallas. Other stations in the AA lineup unable to schedule sound because of lack of simultaneous fm operations (i.e., stations maintaining a

limited fm schedule) are WTOP Washington, WBZ Boston and WLW Cincinnati.

The sparkplug behind the move to go binaural is AA's agency, Lennen & Newell, New York. According to Sherry Heath, radio-tv account executive on the airline account, stereophonic concerts will do much to aid the cause of fm broadcasting on major market stations.

Schick, Sperry-Rand Settle Out of Court

AN out-of-court settlement of the lawsuit brought by Schick Inc. against the Sperry-Rand Corp. [B•T, May 20] over a series of television commercials branded by Schick as "false and misleading" was reached Wednesday. Schick withdrew the complaint upon Sperry-Rand's agreement to withdraw the offending commercials from the air.

In the complaint, filed May 13 in the Supreme Court of the State of New York, Schick contended that the commercials, sponsored by the Remington Division of Sperry-Rand, implied the plaintiff's "Lady Schick" was "rough and damaging to the skin." According to the complaint, the commercials in question identified the "Lady Schick" as a "competing shaver" with Remington's model. Then, the complaint continued, the commercial pictured another unidentifiable shaver that tore a lady's stocking—implying that the "Lady Schick" is damaging to the skin.

After the filing of the complaint, a hearing was set for May 27, at which time Remington attorneys were to present their answer to the charges.

Schick's agency is Benton & Bowles, and Remington-Rand's is Young & Rubicam, both of New York.

BBDO Does More Revamping In Its Radio-Tv Department

FURTHER reorganization of BBDO's radio-tv department and realignment of the executive table of organization was announced last week by Charles H. Brower, general manager of the agency.

Named tv account executive on the Lucky Strike programs and campaigns was Don Rowe, former radio-tv production head at BBDO, Hollywood. He fills the vacancy created last month by the elevation of Herminio Traviesas to vice president of radio-tv [B•T, May 6]. Mr. Traviesas, in turn, succeeded Robert L. Foreman, who moved up to overall radio-tv head, executive vice president and chairman of the plans board.

Mr. Rowe's assistant in Hollywood, Robert Stefan, will move into the production job on the coast.

John Hoagland, formerly head of overall tv-radio programming, has been assigned a new post, that of tv account executive on the Lever Bros. and General Mills accounts. The GM account previously had been serviced out of the BBDO Minneapolis office.

Succeeding Mr. Hoagland will be George Polk, in charge of radio-tv planning, who also will assume Mr. Hoagland's programming responsibilities.

'Tribune' Forum Hears Agency-Client Points

CLOSER working relationships between agencies and their clients and need for better communication of the corporate as well as brand image to consumers in all media emerged as key discussion topics at the *Chicago Tribune's* eighth annual advertising and distribution forum on marketing last week.

A trend toward closer integration of the activities of advertisers and agencies was cited Tuesday by Clarence Hatch Jr., executive vice president, Campbell-Ewald Co., and Barton A. Cummings, president of Compton Adv. Inc. Moderator for the last of three panels was Vincent Bliss, president, Earle Ludgin & Co.

Mr. Hatch noted Detroit agencies are expanding inwardly and outwardly—in terms of services provided and "extra-curricular" client activities. He described a "deeper and wider opportunity" for more creative work at marketing levels. Mr. Cummings stressed agencies and advertisers are "learning to work closer together as a close-knit, hard-hitting marketing team."

Hal Stebbins, president of Hal Stebbins

LATEST RATINGS

ARB

Tv Report for April 1957

TOP TEN NETWORK SHOWS

Program	Ratings
1. *I Love Lucy*	48.8
2. *Perry Como*	42.3
$64,000 Question	42.3
4. *You Bet Your Life*	39.8
5. *Chevy Show—Bob Hope*	38.7
6. *Ed Sullivan*	37.4
7. *Lawrence Welk*	37.2
Red Skelton	37.2
9. *I've Got A Secret*	35.1
10. *Person To Person*	34.7

Program	Viewers
1. *I Love Lucy*	46,330,000
2. *Perry Como*	45,330,000
3. *Ed Sullivan*	39,470,000
4. *Chevy Show—Bob Hope*	38,130,000
5. *Lawrence Welk*	37,290,000
6. *$64,000 Question*	36,720,000
7. *You Bet Your Life*	36,650,000
8. *Disneyland*	34,980,000
9. *Jack Benny*	34,720,000
10. *Gunsmoke*	33,710,000

Copyright American Research Bureau

NIELSEN

Tv Report for Two Weeks Ending April 20

TOTAL AUDIENCE (HOMES-000) (†)

Rank	Rating
1. *I Love Lucy*	16,585
2. *$64,000 Question*	16,113
3. *Chevy Show—Bob Hope*	15,956
4. *Perry Como Show*	15,759
5. *December Bride*	14,855
6. *Steve Allen Show*	14,698
7. *Disneyland*	14,580
8. *Gunsmoke*	14,384
9. *Shower of Stars*	14,384
10. *Ed Sullivan Show*	13,991

AVERAGE AUDIENCE (HOMES-000) (‡)

Rank	Ratings
1. *I Love Lucy*	15,877
2. *$64,000 Question*	14,934
3. *December Bride*	13,637
4. *Gunsmoke*	13,519
5. *Chevy Show—Bob Hope*	13,401
6. *Perry Como Show*	13,087
7. *I've Got a Secret*	12,851
8. *Millionaire, The*	12,812
9. *Ford Show*	12,497
10. *Red Skelton Show*	12,065

TOTAL AUDIENCE (%)*

1. *I Love Lucy*	43.3
2. *Chevy Show—Bob Hope*	42.2
3. *$64,000 Question*	41.9
4. *Perry Como Show*	41.7
5. *December Bride*	38.9
6. *Steve Allen Show*	38.7
7. *Disneyland*	38.2
8. *Gunsmoke*	38.2
9. *Shower of Stars*	38.0
10. *Ed Sullivan Show*	36.9

AVERAGE AUDIENCE (%)*

1. *I Love Lucy*	41.5
2. *$64,000 Question*	38.9
3. *Gunsmoke*	35.9
4. *December Bride*	35.7
5. *Chevy Show—Bob Hope*	35.5
6. *Perry Como Show*	34.7
7. *I've Got a Secret*	33.9
8. *Millionaire, The*	33.7
9. *Red Skelton Show*	33.5
10. *Ford Show*	32.5

(†) Homes reached by all or any part of the program, except from homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on TV homes within reach of station facilities used by each program.

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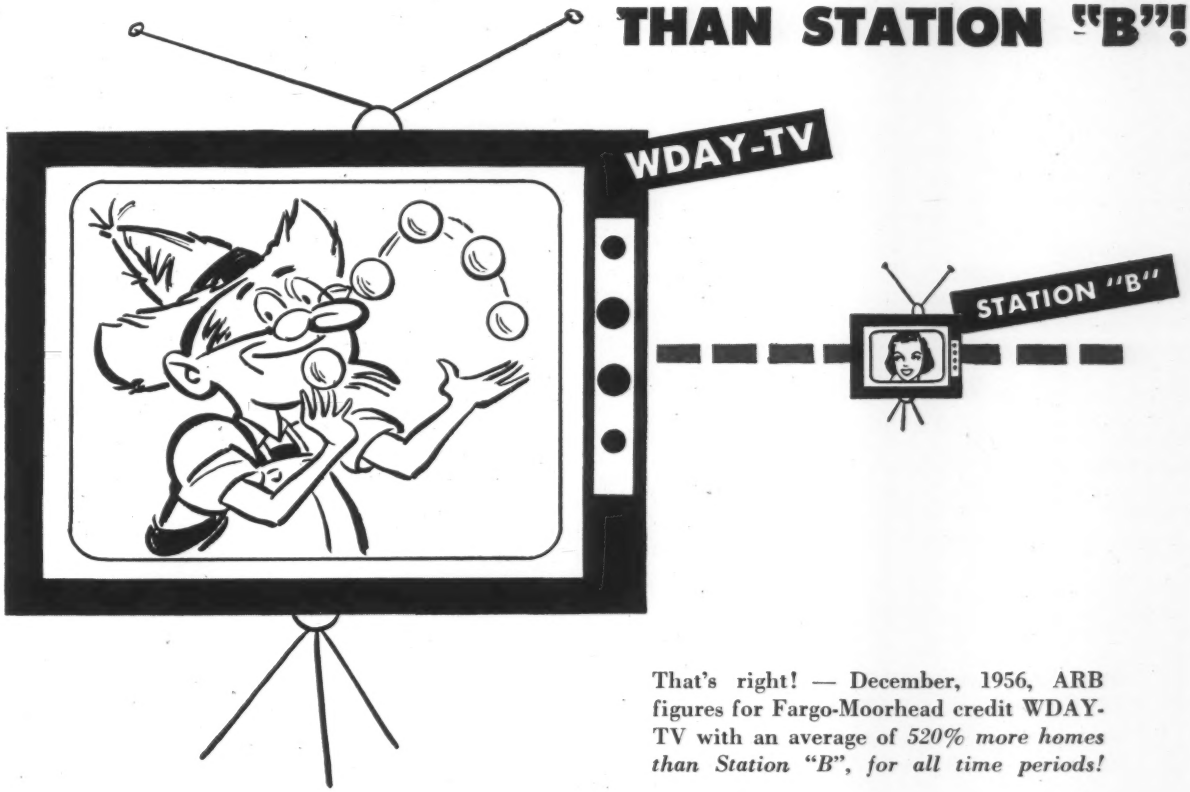
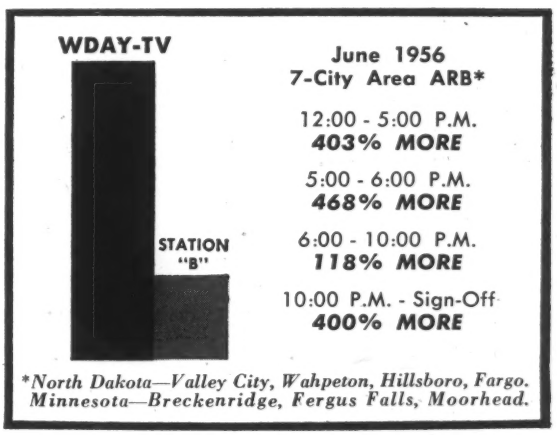
BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.
Jack Benny (CBS-179): American Tobacco (BBDO), Sun. 7:30-8 p.m.
Perry Como Show (NBC-137): participating sponsors, Sat. 8-9 p.m.
Chevy Show—Bob Hope (NBC-144): Chevrolet (C-E), Sun. 9-10 p.m.
December Bride (CBS-184): General Foods (B&B), Mon. 9:30-10 p.m.
Disneyland (ABC-178): American Motors (Geyer), American Dairy (C-M), Derby Foods (M-E), Wed. 7:30-8:30 p.m.
Ford Show (NBC-172): Ford Motor Co. (JWT), Thurs. 9:30-10 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y&R), (alternates), Sat. 10-10:30 p.m.
I Love Lucy (CBS-162): General Foods (Y&R), Procter & Gamble (Grey), (alternates), Mon. 9-9:30 p.m.
I've Got A Secret (CBS-190): R. J. Reynolds Tobacco Co. (Esty), Wed. 9:30-10 p.m.
Lawrence Welk (ABC-200): Dodge division of Chrysler Corp. (Grant), Sat. 9-10 p.m.
The Millionaire (CBS-116): Colgate Palmolive Co. (Bates), Wed. 9-9:30 p.m.
Person to Person (CBS-179): Amoco (Katz), Hamm Brewing (Campbell-Mithun), Time Inc. (Y&R), Fri. 10:30-11 p.m.
Shower of Stars (CBS-173): Chrysler Corp. (M-E), Thurs. 8:30-9:30 p.m.
$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.
Red Skelton Show (CBS-107): Pet Milk (Gardner Adv.), S. C. Johnson & Son (FC&B), (alternates), Tues. 9:30-10 p.m.
Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
You Bet Your Life (NBC-160): DeSoto (BBDO), Toni (North), (alternates), Thurs. 8-8:30 p.m.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!





*North Dakota—Valley City, Wahpeton, Hillsboro, Fargo.
Minnesota—Breckenridge, Fergus Falls, Moorhead.

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

EVEN the gestures were Gallic when David B. Williams (r), president of Erwin, Wasey Co., and Jack Bernstein (l), vice president of Wyle Assoc., public relations firms, recorded a series of interviews on advertising and public relations for broadcast throughout France. The interviews, conducted in French by Jacques Bablon of Voice of America's French service, will be heard over Chaine Nationale, the French national network, originating in Paris. Mr. Williams and Mr. Bernstein speak fiuent French. VOA also recorded a series of interviews with French executives in the same field who have been visiting this country.

Inc. agency, decried much "copy-cat" and mechanized advertising which, he said, needs not only "self-policing but moral rearmament." He urged communication in media of ideas instead of words, calling for "polite persuasion, not sledge-hammer coercion." He stressed the need for the "unbeatable combination of innovation and imagination."

William Tyler, vice president, Leo Burnett Co., asserted that the surface of the emotional appeal approach to copy in advertising today has only been scratched, outlining various methods of obtaining "brand imagery."

Mrs. Edward L. Bernays, public relations counsel, claimed the consumer long ago learned to "discount" extravagant advertising claims and felt company images should be closely related with product images in radio, tv and printed media.

Fairfax M. Cone, president of Foote, Cone & Belding, presided over Monday's session on management in marketing. Peter G. Peterson, vice president of McCann-Erickson Inc., pointed out that the consumer, not the manufacturer, shapes marketing plans. "Creativeness, objective evaluations, and integration of every phase of the marketing program are necessary to make the marketing concept work," he asserted.

Edward R. Taylor, executive vice president of Motorola Inc.'s consumer product div., claimed more progress has been made at manufacturers' level in marketing and cited a need for greater efforts at the distributor-retailer level.

"Neither color television nor the electric dishwasher has approached its market potential because of a lack of genuinely creative specialty selling," Mr. Taylor stated. "Portable television sets, designed as auxiliary sets, have been pushed by dealers simply because they can be sold with little effort."

W. B. Potter, advertising director of Eastman Kodak Co., felt allocation of more funds for advertising and sales is not the answer to greater marketing effectiveness. He called for use of electronic data processing equipment in distribution channels and pleaded that advertising and sales not be turned over to "researchers and statisticians."

Paperwork as a means of devising an integrated marketing plan was recommended by Herbert B. West, vice president, BBDO. He noted many companies think it too difficult to commit such a plan to paper but felt it should be written down in book form.

Pennoyer, Goehring Form Agency

FORMATION of a new agency, Goehring, Pennoyer Inc., 23 E. 39th St., New York, was announced last week by its two principals, Sara Pennoyer, formerly with Bonwit Teller and Saks Fifth Avenue, and Jack Goehring, head of his own agency since 1937. Its principal first account is Elizabeth Arden cosmetics, billing $150,000 and formerly serviced by Charles W. Hoyt Co., New York. Though radio and television have not been used in recent months, it is reported that Arden will step up its all-media drive to include broadcast advertising.

Lever Gets 'All' Trademark

LEVER BROS. announced Friday it has acquired the trademarks for Monsanto Chemical Co.'s "All" brand laundry and dishwasher detergents. Lever will market the products which Monsanto will continue to manufacture.

Lever's acquisition gives that company a controlled suds powdered detergent, a product it has not marketed prior to the new working arrangement with Monsanto. Lever said Monsanto had decided not to market its consumer products which customarily have been sold through grocery stores Monsanto's "All" salesmen have joined the Lever sales force. Needham, Louis & Brorby, Chicago, will continue to handle the account.

Thomas D'Arcy Brophy to Retire As K&E Chairman in September

THOMAS D'ARCY BROPHY, chairman of the board of Kenyon & Eckhardt since March 1949, has announced his intention to retire as of Sept. 30. Mr. Brophy joined K&E in 1931 when the agency had 35 employes and placed just over $2 million in advertising. Today the agency has 904 employes and 11 offices and places more than $80 million in business. Before assuming the chairmanship, Mr. Brophy was vice president (1931-37) and president (1939-49).

MR. BROPHY

Mr. Brophy has rendered a wide variety of services to the advertising profession and his country. From 1947 to 1955 he was president of the American Heritage Foundation. During this period, he was largely responsible for the historic Freedom Train, the national non-partisan "register and vote" campaigns of 1950 and 1952, and the 1953 and 1954 Crusade for Freedom. In 1954, he received the honorary degree of Doctor of Laws, from Gonzaga U. in recognition of his public service activities.

He is a member of the President's Committee on Employment of the Physically Handicapped, a founder director and member of the executive committee of The Advertising Council, a director of the United Defense Fund, trustee of Roosevelt Hospital (New York) and a life member of the corporation of the Massachusetts Institute of Technology.

In February of this year, Mr. Brophy was chairman of Advertising Week, sponsored nationally by the American Federation of Advertising. For this service and other contributions, Mr. Brophy was awarded the AFA's distinguished service plaque.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, May 12-18. This is how they spent their time:*

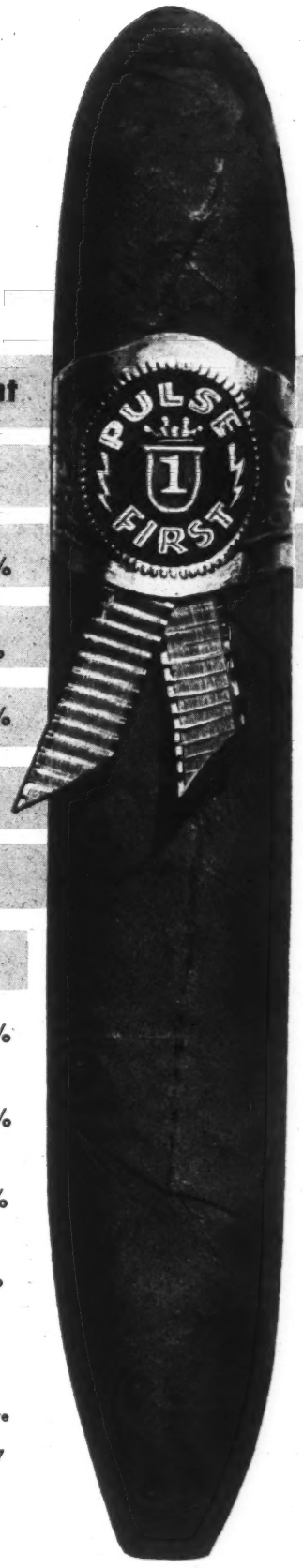
62.4%	(76,548,000) spent	1,630.0 million hours	WATCHING TELEVISION
55.1%	(67,593,000) spent	934.9 million hours	LISTENING TO RADIO
79.2%	(97,157,000) spent	385.3 million hours	READING NEWSPAPERS
26.9%	(32,999,000) spent	138.6 million hours	READING MAGAZINES
19.8%	(24,289,000) spent	218.2 million hours	WATCHING MOVIES ON TV
26.6%	(32,634,000) spent	135.4 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

CLOSE

—but we get the cigar!



Independent	WWDC 17.4%
Network	Sta. A 17.2%
Network Sta. B 13.0%	
Network Sta. C 10.1%	
Sta. D 10.0%	
Sta. E 7.0%	
Misc. 6.9%	
Network Sta. F 6.5%	
Sta. G 3.1%	
Sta. H 3.1%	
Sta. I 3.0%	
Sta. J 2.7%	

*Figures shown are from PULSE: March-April, 1957

FIRST

4 straight months in D. C., says Pulse*

Let's lift the "smoke screen" of claims and counter-claims about who's *nearly* first . . . and who's *really* first . . . in Washington, D. C. PULSE passes the cigar . . . blue ribbon and all . . . to independent WWDC. And on *both* championship counts: *FIRST in share of total weekly radio audience, 6 A.M. to midnight. FIRST in quarter hour wins.* And this has been going on since *January*, mind you. Nothing could be simpler. Nothing could be clearer. Nothing could give you a better picture of why WWDC is your *sales-producing* station in covering the greater Washington market of 2,000,000. Your John Blair man is as happy as we are . . . and far more eloquent!

In Washington D. C., it's

WWDC radio

Represented nationally by John Blair & Company

80% of Budget for Radio-Tv For Start of Graham Crusade

ADVERTISING budget of approximately $400,000 has been allocated for the first four weeks of Dr. Billy Graham's religious crusade from Madison Square Garden in New York, with more than 80% devoted to radio and television.

These figures were revealed last week by Dr. Graham and a representative of the Walter F. Bennett Co., which is handling advertising for the crusade. Highlight of the campaign is an ABC-TV program to be carried from the Garden on four successive Saturdays, starting June 1 (8-9 p.m. EDT) at a total cost of $250,000. The remainder of the budget will be spent on radio and tv spot announcements on New York stations and in newspapers.

The agency has ordered 76 stations on ABC-TV and already has obtained clearance on more than 60 stations. A spokesman for the Bennett agency said the thinking behind the ABC-TV show is to reach up to 20 million people throughout the country with the objective of the crusade — "to return people to Jesus Christ." On the show, Dr. Graham will ask viewers who require spiritual guidance to call a local number and trained counselors will be on hand to assist them. The Bennett spokesman said that additional advertising is predicated on funds raised during the first four weeks of the crusade.

Grotz Heads N. Y. Art Directors

THE Art Directors Club of New York, which next week will sponsor the second Visual Communications Conference at the Waldorf-Astoria Hotel, last Friday announced the election of a new slate of officers. Succeeding Benton & Bowles' Bill Buckley as president will be Walter Grotz, art director at the Marschalk & Pratt Division of McCann-Erickson.

Other officers elected were: Georg Olden, CBS staff art director, secretary; Robert H. Blattnew of *Reader's Digest* first vice president; Edward R. Wade of Parade Publications second vice president, and consulting art director Mahlon Cline was named treasurer.

AD MAN GOES TO SEA

ONE of the versatile men at William Esty Co. is Sam Northcross, who handles the Camel cigarette account, among other duties, but his work does not stop there. Mr. Northcross, a boating enthusiast, conceived the idea of producing the *Harbormaster* tv film series and interested Camel in co-sponsorship. But his participation went a step further when he made his 36-foot cruiser, *Blue Chip II*, available to Ziv Television Programs to shoot the pilot film of the series. Production on the series is to begin in Gloucester, Mass., today (Monday) and Ziv has bought a duplicate of Mr. Northcross' boat—down to the *Blue Chip II* lettering. The series will be launched on CBS-TV in October in a Friday evening time period still undetermined.

New Deodorant to Use Spot

A NEW product of Lehn & Fink Products Corp., New York—Etiquet Rolit (roll-on deodorant)—moves into markets nationwide for the first time next month, supported by consumer advertising to open June 24. Spot radio-tv will be used to support the sales push, with budgets not firm. It's understood that the broadcast schedule will be flexible depending on sales. The campaign is tied to summer vacation season McCann-Erickson, New York, is the agency. The Rolit container is described as "first non-breakable roll-on dispenser"; the product's package and design was handled by Alan Berni & Assoc., New York. National distribution is set for supermarkets, grocery, drug, variety and department stores.

NETWORK BUYS

Bristol-Myers Co., N. Y., signed to sponsor ZIV-TV's new half-hour filmed series, *Gunfire Pass* on ABC-TV (Wed., 8:30-9 p.m. EDT), starting in October. Agency: Young & Rubicam, N. Y.

National Biscuit Co., through Kenyon & Eckhardt, to continue its sponsorship of ABC-TV's *The Adventures of Rin Tin Tin* as series and sponsor enter fourth year on air next season. Four films of series, which is presented Friday, 7:30-8 p.m. EDT, will be made on Canadian location.

Purex Corp. and **Speidel Corp.** to sponsor repeat showings of *Loretta Young Show* over NBC-TV this summer on Tuesday 8-8:30 p.m. EDT, starting July 2. Show is seen during regular season Sunday 10-10:30 p.m. Edward H. Weiss & Co. is agency for Purex. Norman, Craig & Kummel represents Speidel.

A&A SHORTS

American Safety Razor Corp., following stockholder approval, will change name July 1 to A. S. R. Products Corp.

Charles L. Rumrill Co. moves to 1895 Mt. Hope Ave., Rochester, N. Y., and changes name to The Rumrill Co.

Long-Haymes Adv., Winston-Salem, N. C., announces change of address from Reynolds Bldg. to 421 Summit St.

AGENCY APPOINTMENTS

John H. Breck Inc. (Breck shampoos and other hair preparations), Springfield, Mass., appoints N. W. Ayer & Son, N. Y.

Amoco Chemicals Corp., subsidiary of Standard Oil Co. of Indiana, appoints D'Arcy Adv. Co.

International Minerals & Chemical Corp. appoints Compton Adv., Chicago.

Stewart's Private Blend Coffee Co., Chicago, appoints United States Adv. Corp., Chicago and Toledo, effective July 10.

SEASONAL, REGIONAL TV NEEDED—ROACH

- **Producer sees new billings**
- **He notes print media service**

TELEVISION could virtually double its gross billings if the industry could devise means to satisfy the needs of advertisers with seasonal and regional marketing requirements, Hal Roach Jr., president of Hal Roach Studios, Culver City, Calif., said last week in New York.

Mr. Roach, interviewed while in the East on business associated with his new tv film series and with expansion plans for his New York office, insists there is "a crying need" by television to offer advertisers an approach that is made available by newspapers and by certain magazines. He confided there is "considerable thinking" on this subject by individuals in television and an approach to this problem may be formulated within the next few years.

He cited as examples of potential advertisers a jewelry manufacturer who might want a top-rated television program in a month-period before Christmas and several weeks before June graduation or a fruit juice company that might want to launch a pre-summer splurge. He believes that spot television does not fulfill the needs of these advertisers who require the prestige of a top-rate program in prime time. Syndicated tv programs, he said, often are not able to provide the seasonal advertiser particularly with an advantageous time slot if sponsorship is for a limited period and also pose a formidable task for agencies in market-by-market clearances.

Another pressing problem confronting television is the ever-spiraling costs ultimately passed on to the sponsor, Mr. Roach said. This eventuality, he continued, has prompted him to embark on an expansion program that will place Hal Roach Studios film program and film commercial production in New York on an enlarged scale and to explore the possibility of entering the tv film distribution field and the live program production area.

Mr. Roach acknowledged he is considering floating a public stock subscription to help finance his expansion program, but declined to elaborate at this time, explaining this move is still in negotiation.

During his stay in New York, Mr. Roach has shown agencies pilots of six filmed series he hopes to have on the air next fall and has formulated plans for enlarging his tv commercial production unit in the East. He currently is eyeing several studio properties in New York and hopes to complete a transaction shortly. The pilots he has discussed with agencies are: *Jacques and Jill*, a situation comedy; *Bette Davis Show*, an anthology series; *The Joe DiMaggio Show*, a sports anthology program with Joe DiMaggio as host; *Guns of Destiny*, an action-adventure anthology; *Pulitzer Prize Playhouse*, a series based on winners of Pulitzer prizes, and *Ben Blue's Brother*, a comedy starring Ben Blue.

Mr. Roach believes rising costs can be

Nielsen proves:

WKY-TV COVERS 66 COUNTIES TO THE OTHER OKLAHOMA CITY TV STATION'S 46!

(source NCS #2)

NBC Channel **4**

WKY-TV

The nation's first color TV station

OKLAHOMA CITY

The **WKY** Television System, Inc.

WKY
OKLAHOMA CITY

WSFA-TV
MONTGOMERY

WTVT
TAMPA

Represented by the Katz Agency

George!
It says here that day and night more people watch the other network!

That's right, Gracie.

It's not true.

More people watch the shows on our network.

That's right.

What's right?

More people watch them less—and more people watch our shows more.

You see, Gracie, there are really two ways of looking at television—

I like the X people better.

Never mind what you like. What counts is that the sponsor likes the Y people.

Are you sure you're listening, Gracie?

Sure I'm listening. I was just thinking about Harry.

I suppose he likes the Y people just because they watch little old Harry.

Let's get to the point.

Our network delivers an average audience that is 36% larger during the day and 19% larger during the night than the other network.

Oh George, you're beginning to talk like Madison Avenue, and it's giving me a terrible headache.

Why are you telling me all this?

You wanted to know who is bigger, didn't you?

Now really, George, everybody knows some people squint.

It has nothing to do with squinting.

One way of watching television is to tune in occasionally during the course of a week—maybe just for two seconds, or for two minutes, or perhaps even a half hour.

Let's call this X-type viewing.

I'd say they were a pretty shifty bunch.

Never mind that. Just pay attention.

The second way of watching is to stay tuned in during the average minute of the average program.

Let's call this Y-type viewing. This kind of audience is around when you need them.

You mean they even watch Harry Von Zell when he's selling all that milk?

Exactly.

That's the difference between X viewing and Y viewing.

The X viewers *may or may not* see Harry. But the Y viewers *actually do* see him—in fact, 30,144,000 every week. Get it?

Well, who *is* bigger?

We're both bigger.

Bigger than *what?*

Bigger than any other single advertising medium in the whole world.

But who's the bigger network?

Gracie, you weren't listening.

(What George didn't tell Gracie is that the other network's claim is based on a year-old Nielsen station coverage study showing a lead of 00.4%. But then, George was never one to haggle over a fraction of a percentage point.)

CBS TELEVISION

met most effectively by a single operation that can offer the multiple services that sponsors, networks and stations require, covering program production, distribution, financing and tv film commercial production. With "so many companies living off a program series today," Mr. Roach said, the cost to the advertiser necessarily is high. He envisions the emergence of larger companies through the merger of major organizations with firms offering such diverse services as distribution, production, sales and even laboratory processing.

Mr. Roach believes he is the largest producer of tv film programming, but said it is "difficult" to estimate the company's gross income because of amortization procedures, re-run payments and various other factors. He employs a permanent staff of about 600 and in peak production periods his payroll numbers up to 1,500 persons. Mr. Roach has been producing tv film programming since 1950 and an indication of the scope of his operation is that he has 26 series now on the air, some of which are re-runs. He gave a clue to the revenue-producing power of a popular tv film series when he revealed that *Racket Squad,* which was released initially six years ago, is still on the air and has grossed $2 million above the negative cost of the series.

$110,000 Spent by Stations To Promote Four NTA Films

AN interim report on local station promotion effort in behalf of the NTA Film Network shows that the first 50 tv stations providing this information spent more than $110,000 on the first four feature film presentations carried on the film network.

In releasing the report last week, Martin Roberts, promotion director of the network, stressed this figure covers promotion expenditures only and does not include advertising outlay. He expressed the belief the figure would have been "considerably higher" if the 133 stations comprising the network had responded. The focal point of station promotion, Mr. Roberts said, has been the "showmanship" contest conducted by station promotion managers on behalf of the network. He revealed that more than 40 stations have entered the contest to date.

Froug to Screen Gems Post

WILLIAM FROUG, CBS Radio vice president in charge of programming, Hollywood, will join the executive staff of Screen Gems Inc. within three weeks, it was announced last week by Irving Briskin, production head of SG. Mr. Froug will be associated with William Sackheim, director of program development for Screen Gems, in the creation of new projects, which he also will produce. CBS Radio has not named a successor to Mr. Froug to date.

Paul Raibourn's Mother Dies

FUNERAL services were held May 24 in El Dorado, Ill., for Mrs. Ida Caswell Raibourn, 85, mother of Paul Raibourn, vice president of Paramount Pictures Corp. Mrs. Raibourn died May 21.

Guild to Let Agency Barter Some of Films

GUILD FILMS, New York, which last week reported gross sales of more than $10 million for the first six months of this year [B•T, May 20], is understood to have signed a contract with Product Services Inc., New York, under which Guild will turn over a substantial amount of its filmed programming to the advertising agency for about $7.5 million over the next five years [B•T, May 13]. The agency is expected to barter these films to tv stations in return for more than $22 million over that period.

Though confirmation of the agreement could not be obtained from either company, Guild's high gross for the first half of this year is known to reflect certain barter arrangements. Reports are that Product Services is trying to line up a schedule of at least 100 stations to carry Guild's film products.

Guild has an extensive catalogue of films to make available to stations. It holds distribution rights to the 600 motion pictures for television library of feature films and westerns, plus more than 20 syndicated properties including *Liberace, Joe Palooka, Duffy's Tavern, Life With Elizabeth, Confidential File, Paris Precinct,* and *Sherlock Holmes.*

It is believed Product Services will seek to obtain time periods in exchange for the films for its clients, including Continental Industries (Car-Na-Var waxes) and Glamorene Inc., plus new clients that may be attracted as a result of this transaction.

Reports circulated last week that there are moves afoot to refinance the Roto-Broil Corp., a Product Services client, which used television effectively in the past. If Roto-Broil resumes operations, it is believed the company will become a factor in the Guild-Product Services trading venture.

20th Century-Fox May Build 'Radio City' on West Coast

THE 20th Century-Fox Film Corp. is studying the possibility of converting its studio property in Beverly Hills, Calif., into a "Radio City of the West."

This disclosure was made by Spyros P. Skouras, Fox president, at the company's annual meeting in New York last week. He emphasized that the final decision on developing the 280-acre property is "months away," but said Fox has launched a "land use study" of its property for its possible utilization as office buildings, stores and apartments. One plan, he said, is to establish a "Radio City of the West." Any final plan, he noted, will allow Fox to continue its oil and gas production on the studio property.

Mr. Skouras reported Fox is negotiating with Loew's Inc. for use of the MGM lot in Culver City, Calif., for its main film production, so that facilities will be available if Fox decides to develop its own acreage for realty purposes.

Fox's first quarter net profits were reported at $2,176,680, or 82 cents per share, as compared with $460,739, or 17 cents per share for the first quarter of 1956. First quarter gross income was listed at $32,864,275 as against $26,202,889 in the initial period of 1956.

Mr. Skouras said that in its transaction with National Telefilm Assoc. for distribution by Fox of its pre-1949 feature films to tv, Fox is guaranteed a minimum payment plus a percentage of the tv gross above a stipulated figure. He said the minimum payment for the four contracts completed with NTA to date aggregate $16,940,000. Mr. Skouras added that Fox still has 560 pre-1949 pictures which are uncommitted.

Fox is active in production of films for tv through its wholly-owned subsidiary, TCF Television Productions.

RKO-TV Plans Aired; Manby Hits Pilots

RKO Television wants to work hand-in-glove with the advertiser in developing tv properties geared for network or big regional exposure and at the same time squeeze some of the high cost risk out of the production of pilot shows [CLOSED CIRCUIT, May 20].

C. Robert Manby, RKO Teleradio pictures vice president in charge of RKO-TV, unfolded the plans at a luncheon in New York Thursday, and revealed those properties on which RKO-TV at present is pinning its faith.

RKO Television recently has concluded pacts with independent producers Ben Fox, Paul MacNamara and Rountree Productions. Except for one Roundtree-developed show—*Leave It To The Girls*—which could be either live or film, all of the properties will be filmed.

Hit sharply by Mr. Manby and other RKO Television executives at the news session last week was a current overabundance of pilot films. They estimated that perhaps one out of five of the pilots would get a network position. Hence RKO's idea is to research and develop a property and then with advice of sponsor and agency proceed with the pilot. Most of the RKO properties will be slated for sale to advertisers next spring for exposure in the 1958-59 season.

In addition to *Leave It,* the shows, all of which RKO Television is financing, are *Profiles in Courage* (in association with Capp Assoc. and based on the book written by Sen. John Kennedy; *Malolo of the Seven Seas,* adventure half-hour series produced by Hall-Cowan Enterprises; *Mr. Big,* a half-hour comedy series based on the life and times of a Hollywood producer (Paul MacNamara is associated with the projected series); *No-Gun Nolan,* an adult comedy strip cartoon created especially for tv by Al Capp; *El Coyote Rides,* Western series in association with Ken Murray; *Family Tree,* anthology series to be produced by Mr. MacNamara; *Rails,* a half-hour series based on railroading, *Charter Pilot,* a half-hour adventure series, and an untitled Coast Guard series, the last three to be produced by Mr. Fox, and a half-hour dramatic series to be produced by John Gibbs Inc.

While the properties are being developed for 1958-1959 sale, it is expected that two of them, *Leave It* and *No-Gun Nolan,* may be offered for next season.

Again...

Detroit's Baseball Station

MICHIGAN'S MOST POWERFUL INDEPENDENT STATION

10,000 Watts Days . . . 1000 Watts Nights

1500 KC

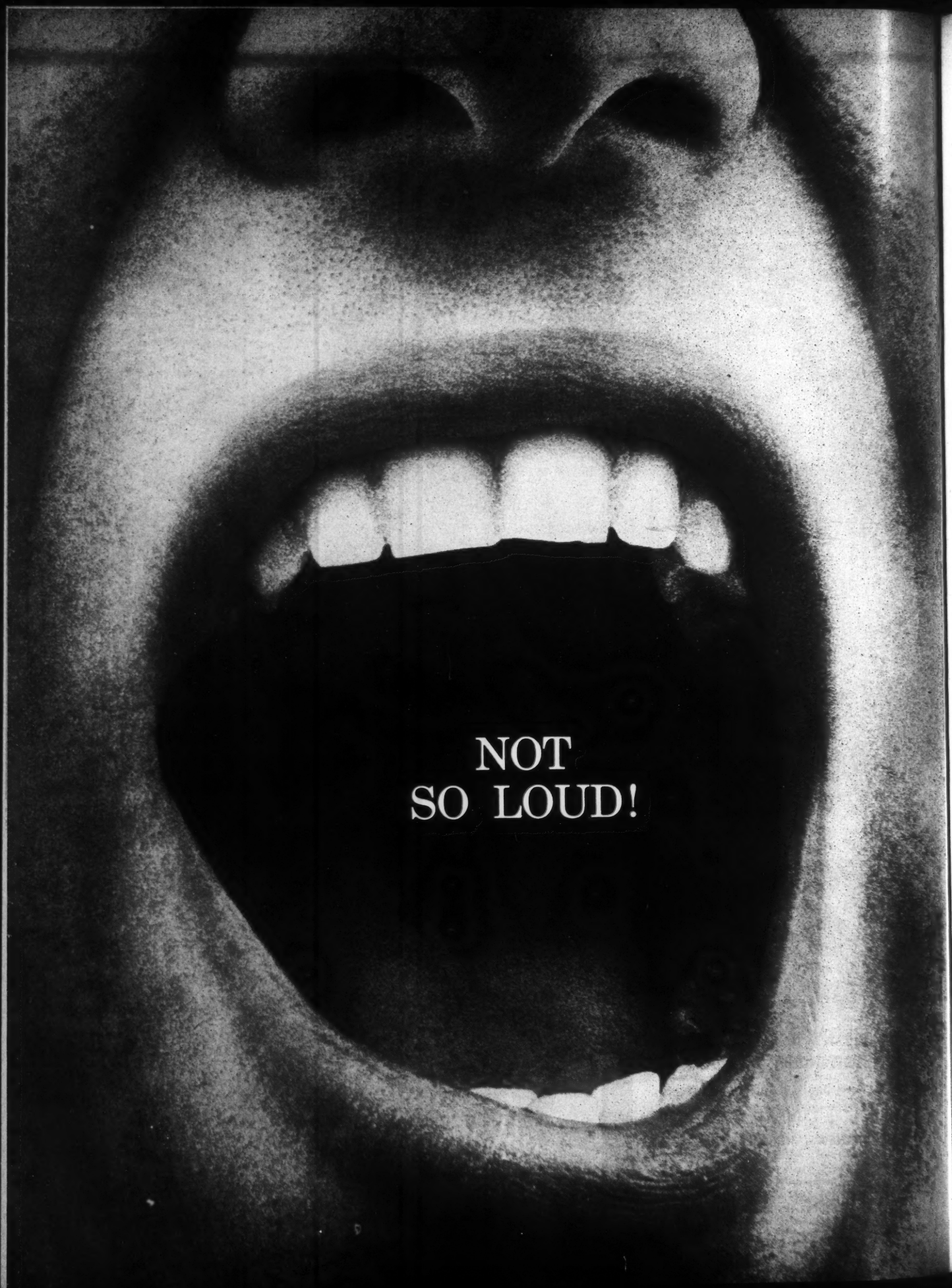
TOPS IN NEWS, MUSIC and SPORTS

A STORER STATION

Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES HDQTRS.
625 Madison, New York 22, N. Y.
PLaza 1-3940

WJBK RADIO

All Detroit Tiger Games...
Night and Day...at Home and Away


NOT
SO LOUD!

We've always cherished the idea that you don't have to rattle your tonsils to prove your worth. Take a look at the Sphinx. She's been sitting pretty for hundreds of years, without ever opening her mouth. And why do you think Mona Lisa made out so good?

When we placed our hot new submarine-adventure series, "The Silent Service," into TV syndication, we said to ourselves: "Okay. We want to spread the word to the far corners of the land. But do we have to scream our heads off? Do we have to announce a new series with the usual 4-color foldouts, pushups, pullouts. Maybe even hydrogen fallouts?"

"Up your periscopes, fellows! Take another look around," we told ourselves. "Maybe it isn't always possible in every line of business, but wouldn't it be nice for once to build sales volume without noise volume?" We gave ourselves a fast and resounding *yes!*

So we launched our seagoing series *without* a big splash. We *didn't* break a bottle of champagne over its prow in the trade press. We drank the champagne. And we let CNP's prime product, created *exclusively* for local, regional and spot advertisers, speak for itself. We discovered that if you really have something to say, they'll listen to you. Even if you whisper it. Like this: In less than one short month, "The Silent Service" has been sold in more than 75 markets, including 17 of the 25 largest population centers in the United States.

NBC TELEVISION FILMS
a division of CALIFORNIA NATIONAL PRODUCTIONS

CBS STATIONS SAY FORD PACKAGE NOT AS PRETTY AS ITS WRAPPINGS

- **Radio affiliates 'deplore' station time 'invasion'**
- **Reps' Webb says deal means 'peanuts' to stations**

CBS Radio's $5.5 million Ford deal hit a rough stretch of road last week.

John M. Rivers of WCSC Charleston, S. C., chairman of the board of the CBS Radio Affiliates Assn., sent to all affiliates a report on the board's meeting with network officials [B•T, May 20], making no bones about "deploring" CBS Radio's "invasion" of station time and about being "not happy" with "the present network sales and program policies."

Lawrence Webb, managing director of Station Representatives Assn., blasted the Ford contract as meaning "one thing" for the stations: "loss of revenue and an increasingly cluttered commercial schedule." He said that "with spot radio sales booming along, stations can ill afford to turn over large segments of time to a network to be sold by them on a veritable spot basis and get 'peanuts' in return."

The blasts drew no reports from CBS Radio. President Arthur Hull Hayes said he would not "dignify" the SRA attack, and, when shown a copy of the Rivers letter, said he felt it would be "presumptuous" of him to comment on a report which the chairman of the affiliates board was making to his "constituents," the affiliates. He said he had never had an unpleasant meeting with either the affiliates or the affiliates board, and that this included the May 16 meeting.

Not All Oppose Deal

While Mr. Hayes declined comment, his position was getting some support from other affiliate sources. Some board members said that while Mr. Rivers' letter accurately reflected "what was said" at the meeting, the views it contained were "pretty strong" and were not completely shared by all board members.

Kenyon Brown of KWFT Wichita Falls, Tex., a former chairman and now ex-officio member of the affiliates board, declined to discuss developments at the meeting itself, but indicated that, for himself, he would clear time for the Ford package, which encompasses some four and a half hours of morning, afternoon and evening programming each week, effective Sept. 2 [B•T, May 13].

"As long as I'm affiliated with the network I'm going to do my best to adhere to the written agreement I have with them regarding clearance of time," Mr. Brown asserted.

Others took an opposite tack, contending they will not clear for any network programs that eat into profitable station time. One of these said he hoped stations generally would refuse but that he knew from experience that many who scream at first wind up by accepting in the final analysis.

Some talked of the possibility of disbanding the affiliates organization because, in their view, the meeting had demonstrated that the network would not heed the affiliates. The whole subject is almost sure to be brought up at the general convention of CBS Radio affiliates Nov. 7-8.

At CBS Radio, however, officials said that since the Ford package does not start until September, replies to clearance queries could naturally be expected to come slowly. With that in mind, they said they had been "surprised" and were "very much pleased" by the number of clearances already received.

In general, the Ford package consists, on a Monday-Friday basis, of an Arthur Godfrey program at 5:05-5:30 p.m., *Murrow With the News* at 7:45-8 p.m.; the 8-8:05 a.m. segment of the quarter-hour *World News Roundup,* and a big-name entertainment show for five minutes somewhere between 7 and 7:35 a.m. In addition, on weekends, it includes two five-minute big-name programs on Saturdays and four on Sundays. The $5.5 million price-tag put on the package is in terms of gross billing.

In his letter to affiliates, Mr. Rivers pointed out that he had called the board meeting with the network officials for two reasons: to talk about the Ford deal and to talk about improvement of station payments.

He said that after careful consideration among themselves the board members decided that since station clearances are a matter of individual negotiation between stations and the network, they should not discuss the Ford contract per se in their meeting with CBS Radio officials.

And in the meeting, he reported later in the letter, it became apparent that "there is no present prospect of increasing station payments except as network business may improve. Art Hayes is hopeful of the future," he added.

Although they did not discuss the Ford deal itself, they obviously dealt with the principles involved. Mr. Rivers wrote:

"Your board told CBS that we deplored the network entry into times which have heretofore been programmed and developed by the individual stations. We asked if such invasion as is now offered is to be a matter of network policy. We feel that the network plans to sell any time they possibly can. Your board is very positive about the objections to the network invasion of times which stations have been programming. However, it is up to the stations to decide as individual operators what they want to take from the network. . . .

"Your board is not happy about the present network sales and program policies. We have made our protest. Our comments have been received. Time will tell what good, if any, has been accomplished."

Mr. Rivers closed by calling attention to the affiliates convention Nov. 7-8 at New York's Hotel Pierre.

SRA Director Webb's attack singled out the Ford contract specifically. In it, Mr. Webb said, "CBS proposed to take over four and a half hours a week of prime time —early morning, late afternoon, early evening and weekends. In recent years these time periods have become the prime source of dollar revenue for the affiliates." He continued:

"Most affiliates have done an outstanding job of programming these time periods by themselves and in many cases at considerable expense. They have sold the time both on a local and national basis at their full rate card. Now comes CBS to say give us such time periods for one of our advertisers who is going to spend a tremendous amount of money. However, the affiliates do not need a CPA to tell them what will happen to their revenue as a result of such a deal.

"For example, one medium market CBS affiliate has pointed out that if they clear the early morning and late afternoon strip for Ford on the CBS network, their loss from spot revenue which they are now receiving from those time periods would exceed $10,000 annually. This does not include possible losses from existing Ford Motor Co. spot advertising.

"Any way you look at it, CBS is in a most disadvantageous position. If they cannot clear the 'prime time' for Ford, they run the risk of exposing the outstanding weakness in modern network programming and selling—inability to deliver radio's most desirable time segments. It they should clear the time periods which they are asking their affiliates to deliver, they risk weakening the financial strength of such affiliates. With spot sales booming along, stations can ill afford to turn over large segments of time to a network to be sold by them on a veritable spot basis and get 'peanuts' in return."

CBS Radio Signings Total $1 Million During Week

CBS Radio contracted for business totaling a million dollars during the past week, it was announced Thursday by John Karol, vice president in charge of network sales.

New business included a contract by Philip Morris Inc., which will switch the Friday night *Philip Morris Country Music Show* from Mutual to CBS. The 26-week contract, which involves CBS Radio's southern regional affiliates, specifies 10:30-10:55 p.m. EDT period. Agency is N. W. Ayer & Son.

The Florida Citrus Commission signed to sponsor a weekly quarter-hour simulcast of the CBS-TV *Arthur Godfrey Time,* plus an extra quarter-hour of the program on CBS Radio every fourth week. The 13-week contract, effective Tuesday, was arranged through Benton & Bowles.

The Simoniz Co., Chicago, renewed for a weekly quarter-hour of *Art Linkletter's House Party* effective July 24, and a weekly quarter-hour simulcast of *Arthur Godfrey Time.* The latter becomes effective July 3. Both renewals were handled by Young & Rubicam.

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ABC-TV FUTURE ROSY: GOLDENSON

- **AB-PT head sees firm's biggest potential in tv**
- **He opposes pay tv in report to stockholders**

AB-PT President Leonard H. Goldenson guided the annual American Broadcasting-Paramount Theatres Inc. meeting in New York through its two-hour course last Tuesday and by the time the meeting adjourned about 1 p.m., he had:

• Gone on record against toll tv.

• Held up ABC-TV as the AB-PT division with the "biggest potential for expansion" over the next "four or five years."

• Bypassed a turbulence caused by a statement read on behalf of Robert E. Kintner, former ABC president and now an NBC-TV executive vice president (see facing page).

Mr. Goldenson received overall stockholder approval for AB-PT's *modus operandi,* marred only by sporadic sniping at "high" executive salaries, the settlement fee being paid Mr. Kintner, the "too many" directors on the board, stock options (voted some years ago), "liberal" disbursement of earnings through dividend payments and "throwing money around."

No objections were raised to a change in the bylaws reducing the number of directors from 17 to 15 and an amendment permitting dividends on 5% preferred stock to be paid on the 15th of the month on a quarterly basis beginning next year. Both of these formal proposals received swift approval.

Other highlights of the session:

• Mr. Goldenson's disclosure that ABC-TV advance sales for the forthcoming 1957-58 season already exceed the volume of last October [B•T, May 13] when the current broadcast season began, and that by late fall, the network would be in an "extremely competitive" position with a predicted lineup of 80 basic affiliations representing an 85% direct live coverage of tv homes.

• A remark by Mr. Goldenson that the "tone" of radio networks seems to be "better" and a prediction that ABC Radio has "great potential that will reveal itself over several years."

• An opinion expressed by Mr. Goldenson to newsmen after the meeting that he does not expect the theatre division of AB-PT in the future to show a "growth factor" comparable to that of the ABC-TV division.

• Revelation of ABC-TV's next strong competitive move will be made in daytime programming. Mr. Goldenson indicated that on June 1 the network will reveal some of its plans for morning and afternoon periods.

(It was learned that ABC-TV is looking into prototypes of six live audience participation shows, one or more of which would be scheduled for daytime exposure working back from the start of *Mickey Mouse Club* which now is slotted Monday-Friday at 5-6 p.m. Titles of the shows: *What's the Name of That Song?, Win Your Way, Parlay, Guest of Honor, Glamor Girl, Lucky Lady* and *What Makes You Tick?* The shows, it was stated, most likely will originate live in the East and be repeated on videotape to the West).

• ABC-TV's growth portends an expansion in studio space on the West Coast to accommodate an increased number of live shows which are originated there. Mr. Goldenson estimated that eight studios alone would be needed on the West Coast for a regular schedule of live programming in the morning and afternoon hours. Thus far, facilities in New York are adequate to take care of needs for anticipated originations there, but with a "rapid rate" of expansion over the next few years it will be necessary to expand facilities also in New York.

Mr. Goldenson charged that toll tv proponents originally had based their search for commercial channels on an expectation that "a national television service could not be economically maintained except through payment by viewers, and if one were established, it was bound to be a rather colorless medium offering only second rate programs."

MR. GOLDENSON

But, he said, "time has proved them wrong in practically all their early claims." As tv grew, related Mr. Goldenson, the pay tv proponents shifted ground and now offer the toll tv as an aid to uhf station operators and the "small vhf station operator and the stations which have no network affiliations," as an avenue for "cultural" programs to a minority of viewers and for a "quality and diversity" of shows not now available to everyone.

Mr. Goldenson outlined tv's presentation of plays, of feature movies, of outstanding sports events, etc., asking, "Just what then is left for toll tv to supply?" He warned that it was obvious that the home viewer not only will have to continue to pay the purchase price for his set, maintenance cost and possibly conversion of the set to receive pay tv signals, but also "it seems inevitable that home viewers will be charged for everything now on free television which is attractive enough that people will pay for it in the home." He said he thought this would result in the withdrawal of all the top sports events, all the top comedy, drama and variety shows (now on tv) and of "news and public service programs" which will "vanish without the support of earnings from these commercial shows."

The upshot for the home viewer, Mr. Goldenson predicted, would be a substantial payment each month for home entertainment that would consist of a "minute percentage that he did not receive before and a preponderant percentage of that which he now receives free."

In detailing AB-PT's business climate, Mr. Goldenson noted that ABC-TV time sales made last spring and summer for the 1956 fall programming schedule "were not satisfactory" and that because of this, the current broadcast season has had results "lower than the previous year." Since last October, he said, AB-PT has been trying to improve current results with additional sales while tackling the sales status of the upcoming fall season.

Though sales volume already is ahead of the current season, a problem still exists in selling half segments that remain from programs only half sold thus far in order to "recoup program costs and earn the full profit from the time sales." Results of this year's selling will be felt in the fourth quarter of 1957 and in the first three quarters of next year, he reminded.

Among new national advertisers on ABC-TV's roster, Mr. Goldenson reported AT&T, Reynolds Metals Co., Buick Motor Div. of General Motors, Sylvania Electric Products, Liggett & Myers and Revlon.

Key to the theatre problem, Mr. Goldenson observed, would be conditions of highly appealing pictures shown in fewer but better theatres. He stressed the need of more quality pictures and said AB-PT is progressing in its own motion picture production with the first of several moderately budgeted movies scheduled for release in June.

In answer to a stockholder, Mr. Goldenson spiked an expressed fear that AB-PT may be "split again" because of movie producing, noting that in signing the original agreement, AB-PT had an understanding that its consent was conditioned on a minimum flow of pictures from producers. Once producers reduced the number of new movies so as to jeopardize motion picture theatre business, AB-PT was obliged to engage in production itself, he said.

Goldenson's $181,000 Was Top AB-PT Salary

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres (of which ABC-TV is a division and ABC Radio Network a subsidiary), was the highest paid officer last year among directors and officers exceeding $33,000 in aggregate remuneration from AB-PT and subsidiaries. He received $181,000, including $25,000 in expenses as AB-PT president.

Robert E. Kintner, who resigned as an AB-PT vice president and ABC president last October, received $125,000, including expenses. Mr. Kintner also has payable to him $230,000 for the years 1957 through 1960 in a contract settlement.

These figures were made available last week at the annual meeting of AB-PT stockholders in New York (see separate stories).

Other executives' income listed:

John Balaban, president of Balaban &

Katz Corp. (subsidiary), $139,400 including $10,400 in expenses (Mr. Balaban died last April 4); Robert H. O'Brien, financial vice president and secretary of AB-PT, $54,000; Edward L. Hyman, AB-PT vice president, $54,000; Sidney M. Markley, AB-PT vice president, $49,200, and Robert B. Wilby, president, Wilby-Kincey Service Corp., $33,381. Mr. Kintner on March 23, 1956, was issued an option for 9,500 shares of AB-PT common stock for purchase at $25.18 per share at any time during a seven-year period. The option, however, was not exercised and hence was terminated.

Among the 15 directors re-elected last week to AB-PT's board, Mr. Goldenson as an individual held the largest number of common shares at the close of business March 20, 1957. He held 52,450 shares, an option for 25,000 additional shares of common and owned 250 shares of common jointly with his wife.

Edward J. Noble, chairman of AB-PT's finance committee and board chairman and chief executive officer of Beech-Nut Life Savers Inc., as an individual held the biggest block of preferred shares in AB-PT (225,028). The Edward John Noble Foundation, charitable trust of which Mr. Noble and AB-PT director Earl E. Anderson, vice president and secretary of Beech-Nut Life Savers Inc., are trustees, also owned 15,740 shares of AB-PT preferred and 337,304 shares of common.

Re-elected to the AB-PT board last week were Messrs. Anderson, Markley, Noble, Goldenson, O'Brien, Wilby, A. H. Blank, president of Tri-States Theatre Corp., AB-PT subsidiary; John A. Coleman, partner in brokerage firm of Adler Coleman & Co.; Charles T. Fisher Jr., president of National Bank of Detroit; E. Chester Gersten, vice chairman of the board of Bankers Trust Co., New York; Robert H. Hinckley, AB-PT and American Broadcasting Div. vice president; Robert L. Huffines Jr., board chairman, southern division of Frank G. Binswanger Inc. and director of Textron Inc.; William T. Kilborn, president of Flannery Mfg. Co. and Ft. Pitt Mfg. Co.; Walter P. Marshall, president of Western Union Telegraph Co., and H. Hugh McConnell, second vice president of Metropolitan Life Insurance Co.

At the close of last week's meeting, an executive committee of the board was appointed with Mr. Coleman the chairman and including Messrs. Gersten, Goldenson, Marshall, McConnell, Noble and O'Brien.

T'AINT SO, KINTNER TELLS AB-PT

ROBERT E. KINTNER, former ABC president and now an executive vice president with NBC-TV, last week challenged the portrayal by Leonard H. Goldenson, American Broadcasting-Paramount Theatres' president, of why and how ABC-TV's profits have slumped in the current broadcast season.

Mr. Kintner based his recital of the "facts" on what he indicated was Mr. Goldenson's alleged references to "the poor financial showing for the last quarter of 1956 [as being] . . . the result of sales efforts that took place" during his (Mr. Kintner's) management at ABC.

In summary, Mr. Kintner holds that ABC's profit picture was good in 1956, that sales of prime evening time were up, that the decline in *Mickey Mouse Club* sales were because of higher costs of the Monday-Friday show, and that the "surprisingly poor showing in the first quarter of 1957" did not result from Mr. Kintner's "sales and policies" when he was president but from lower sales from ABC's owned and operated stations, "cancellations by sponsors who had previously used the radio and television networks" and from higher expenses of operating AB-PT's broadcast division.

An attorney holding Mr. Kintner's proxy chose about the mid-point of AB-PT's annual stockholders meeting held last Tuesday in New York to read a statement on behalf of the former ABC president. Edward S. Greenbaum of Greenbaum, Wolff & Ernst, New York, was recognized by the meeting chairman, Leonard H. Goldenson, AB-PT president who figured prominently in Mr. Kintner's resignation as ABC president and member of AB-PT's board last October.

Mr. Greenbaum said that Mr. Kintner desired to "avoid any public controversy with the company" and for that reason had not answered statements by Mr. Goldenson on ABC's poor financial showing being traceable to sales efforts of last year.

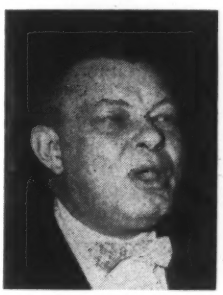
But, the lawyer continued, the repetition of the statements at Tuesday's meeting made it "necessary to make a statement on Mr. Kintner's behalf." Mr. Greenbaum said:

"In fairness to him [Mr. Kintner] and his associates at ABC, who during the period of his presidency from 1950 until October 1956, played a substantial part in developing the company's business from its small beginnings as the Blue Network to the position which it had attained by October 1956 as a major competitor in the radio and television field, the following facts should be pointed out to AB-PT Inc. stockholders:

"1. For the year 1956 the profit earned by ABC as separate from other divisions of AB-PT was substantially higher than in 1955. This represented an all-time high for ABC.

"2. At the time of Mr. Kintner's resignation, sales of prime evening time amounted to 19½ sponsored hours a week, compared to 17½ hours the year before. This represented an all-time high for ABC.

"3. Mr. Goldenson correctly points out that the sales results of the *Mickey Mouse Club* beginning October 1956, were disappointing compared with the corresponding months in the previous year. However, he neglects to say that this was caused by a doubling over the previous year of the guarantee to Walt Disney Productions and that it was Mr. Goldenson and Mr. Kintner jointly who made this arrangement, which received the unanimous approval of the board of directors. Because of the importance of the association of Walt Disney with ABC, Mr. Kintner with Mr. Goldenson recommended that the new arrangement be approved. In so doing, Mr. Kintner pointed out that the 1956-1957 financial results from the program would probably be much less favorable because of the substantially higher cost of the show.



MR. KINTNER

"4. On the basis of the business of ABC radio and television networks and on the basis of the previous earnings records of the owned stations, it would appear that the surprisingly poor showing in the first quarter of 1957 does not result from sales and policies during the time when Mr. Kintner was president of the division but from cancellations by sponsors who had previously used the radio and television networks, lowered sales by the ABC owned radio and television stations and higher expenses.

"This is borne out by Mr. Goldenson's own public statements to advertising agencies, advertisers and station affiliates. There is submitted research and statistical data to prove that in the fall of 1956 ABC had achieved a program and sales position placing it almost on an equal footing with its major competitors. The facts clearly indicate that the reason for the present unfavorable operating results of ABC rest with those who assumed authority after Mr. Kintner.

When Mr. Greenbaum concluded his statement, Mr. Goldenson said he wanted to note for the record that in the fourth quarter of 1956 profits of ABC-TV were "way off" and that there were no "cancellations in that quarter." He commented that "nothing further is served by discussion," noting that Mr. Kintner had resigned in October over policy differences and that the AB-PT directors had accepted the resignation. Later, Mr. Goldenson told newsmen he would have no other comment.

(An NBC spokesman said later that the network understood Mr. Greenbaum was representing Mr. Kintner in a private capacity and had no connection with either NBC or RCA.)

Mr. Kintner had an annual salary of $125,000 when he resigned from ABC on Oct. 12, 1956. He then was paid a settlement for his 10-year contract starting in 1950 and which AB-PT assumed in the ABC-United Paramount Theatres merger of 1953. In that settlement, AB-PT has payable to Mr. Kintner the sum of $230,000 in the years 1957 through 1960.

The Kintner resignation was announced Oct. 16 and an exchange of letters between him and Mr. Goldenson released and published [B•T, Oct. 22]. The letters attributed the parting to a "substantial" dispute and "major" differences in policy on ABC's organization and operation.

NEW PROGRAM DEAL AT ABC RADIO

- **Morgan of KLIF named vice president for programs**
- **Network to drop recorded music, simulcasts**

ABC Radio Network President Robert E. Eastman made three moves last week to inject new vigor into the network's programming.

• He announced that William S. Morgan Jr., vice president and general manager of the McLendon Corp.'s KLIF Dallas, one of the country's top-rated independents, would join ABC Radio as programming vice president on June 1.

• Coincidentally he disclosed that the network is taking steps to eliminate all programs employing phonograph records, and said that ultimately all ABC Radio programs will feature "live-talent network personalities."

• He ruled simulcasts out of bounds for ABC Radio, announcing that the network would stop carrying the *Wednesday Night Fights* after the June 19 broadcast. The fights will continue on ABC-TV.

When he takes over his new duties, Mr. Morgan will replace Raymond Diez, who is resigning as national program director for ABC Radio.

MR. MORGAN

Mr. Eastman, who took over the ABC Radio presidency May 1, used the occasion of the Morgan appointment — which is being announced today (Monday)— to enunciate the new policy on records. He said:

"Since Mr. Morgan comes to us from one of the outstanding independent stations, some may assume that American Broadcasting is going into a programming type parallel to that normally employed by independent stations. Nothing could be further from the truth: All American Broadcasting programs will ultimately feature 'live-talent' network personalities. Steps are already being taken to eliminate network programs employing phonograph records. There is no good reason why a network should ever play phonograph records."

The move sets ABC Radio to programming in the opposite direction from Mutual, which on June 2 plans to launch a new type of operation emphasizing news and recorded music. Currently ABC Radio has two major records programs: *Imagination,* conducted by Milton Cross from 10 to midnight Mondays through Fridays, interspersed with about 40 minutes of newscasts, and *Man About Music,* a Monday-Friday program of 80 minutes of music each afternoon. Until fairly recently it also carried the Martin Block DJ program for about an hour each day.

Coincidentally, it also was ABC which led the way in the successful fight to get FCC approval of the use of tape-recorded programs some years ago. Tape-recordings are not affected by ABC Radio's new move against the use of phonograph records.

Mr. Eastman said the new programming vice president "is eminently qualified to coordinate top-quality live talent network programming with the local programming of stations throughout the country. I know he can effectively develop network programming with appeal for the public and for clients and agencies."

He hailed Mr. Morgan as "an expert at the 'do-it-yourself' procedure in the broadcasting business" and one who has "excelled in local programming and local selling problems."

"Getting such men as Bill Morgan on the American Broadcasting team is part of our plan to set the network's sights on the local level and at the grass roots of radio broadcasting," Mr. Eastman asserted.

Mr. Morgan, formerly general manager of KGKO Dallas, has been with KLIF since May 1955 and vice president of McLendon Corp., and general manager of KLIF since March 1956. Under his general managership KLIF featured many promotion projects including a "Win a Million" contest, a "Wheel for a Day" contest, a mystery voices contest, and a treasure hunt with a $50,000 first prize.

In announcing ABC Radio will not carry the *Wednesday Night Fights* after June 19, Mr. Eastman said:

"The ABC Radio Network has taken a strong stand to the effect that its programming must be exclusive, not only in character but in its release to the public. The so-called simulcast of most events detracts from radio's creativity because, in effect, the public is given its choice to either look or listen."

The *Wednesday Night Fights,* sponsored by Pabst until recently, is one of two regular simulcasts currently on the ABC Radio schedule. The other is *Firestone Hour,* but it was announced earlier that this would be dropped from radio after the June 10 broadcast.

NBC-TV Reclassifies Rates For Early Morning, Sunday

NBC-TV has added a Class D rate to its rate card, effective June 1. This addition—and other readjustments, including a slight increase in Class A rates over the current rate card—affects early morning weekday periods and certain afternoon periods. Harry Bannister, NBC vice president, station relations, said last week he has sent contract amendments incorporating the changes to the network's affiliates.

The rate adjustment, effective June 1, makes the following changes (all local time): the 7-9 a.m. period Monday-Friday, formerly Class C, becomes Class D; 1-2 p.m. on Sundays, formerly Class B, becomes Class C, and 5-6 p.m. on Sundays changes from Class A to Class B.

Here are the old and new rates for 58 basic stations interconnected for each time classification, effective June 1: Class A—hour, to $79,050 from $78,650; half-hour, to $47,430 from $47,190; quarter-hour, to $31,620 from $31,460; Class B—hour, to $58,287 from $58,987.50; half-hour, to $35,572.50 from $35,392.50; quarter-hour, to $23,715 from $23,595; Class C—hour, $39,525 from $39,325; half-hour, to $23,715 from $23,595, and quarter-hour, to $15,810 from $15,730, and Class D—hour, $31,620; half-hour, $18,972 and quarter-hour, $12,648.

Mr. Bannister said that as a result of the changes, Class A rates will apply to all 6-11 p.m. local time periods with Class B (75%) rates applying to the following time periods: Mondays-Fridays, 5:30-6 p.m. local time; Saturdays, 5-6 p.m., local time, and Sundays, 2-6 p.m. local time.

The new Class D rates, which will be based on 40% of Class A rates, will apply to the Monday-through-Friday, 7-9 a.m. local time periods. Class C (50%) rates will apply to all other time periods than those listed for A, B, and D rates.

CBS Inc. Appoints Cherry Finance-Management V. P.

APPOINTMENT of L. Byron Cherry as vice president, finance and management services of CBS Inc., was announced last week by Frank Stanton, president.

MR. CHERRY

Mr. Cherry will be in charge of the newly-established finance and management services division of CBS Inc. The division is being set up to provide specialized finance and management services throughout the company and all of its divisions. The division will have a major part in the long-range planning, organization and control of CBS Inc., including the company's plans for further expansion and diversification.

Mr. Cherry joined CBS Inc. 1955 as management consultant. He has been in charge of the management services division and has played a major role in the development of CBS plans for further decentralizing responsibility for operations within over-all company objectives and policies.

CBS-TV's Allen Dies in L. A.

SERVICES were held May 19 in Los Angeles for Herbert Allen, 43, producer of the Bob Crosby and Johnny Carson shows and other programs on CBS-TV and formerly a radio announcer and actor. Mr. Allen died May 17 of acute hepatitis, following three months' hospitalization. His wife, Jane Allen, and four children survive.

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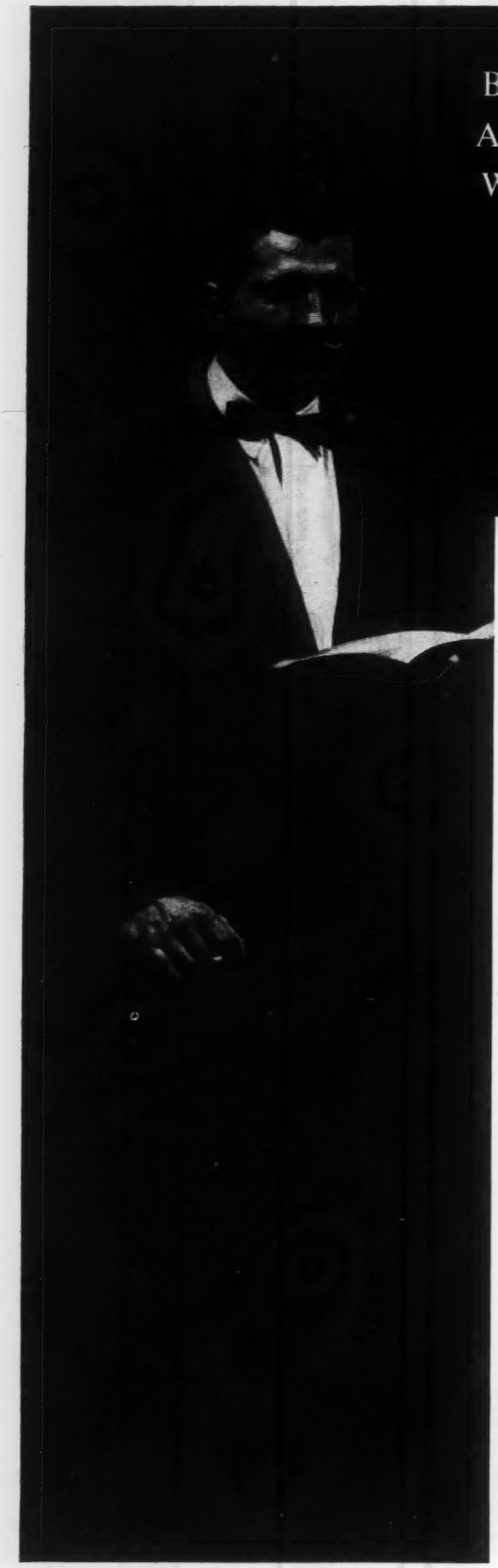


BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To sell "Milk for Health" throughout the 8-county Niagara frontier area, Baldwin, Bowers & Strachan, Inc., buys the "11TH HOUR NEWS," with Frank Frederics and Jan Okun, on WBUF.

"11TH HOUR NEWS," with its nightly newscasts (M-F, 11 pm), appeals to a head-of-the-family audience (91% adult) that "Milk For Health" wants to reach.

FRANK FREDERICS AND JAN OKUN are a smooth-working, *selling* combination. Jan's persuasive commercial delivery and Frank's compelling news style achieve continuing results for the 4,000 dairy farmers who sponsor them.

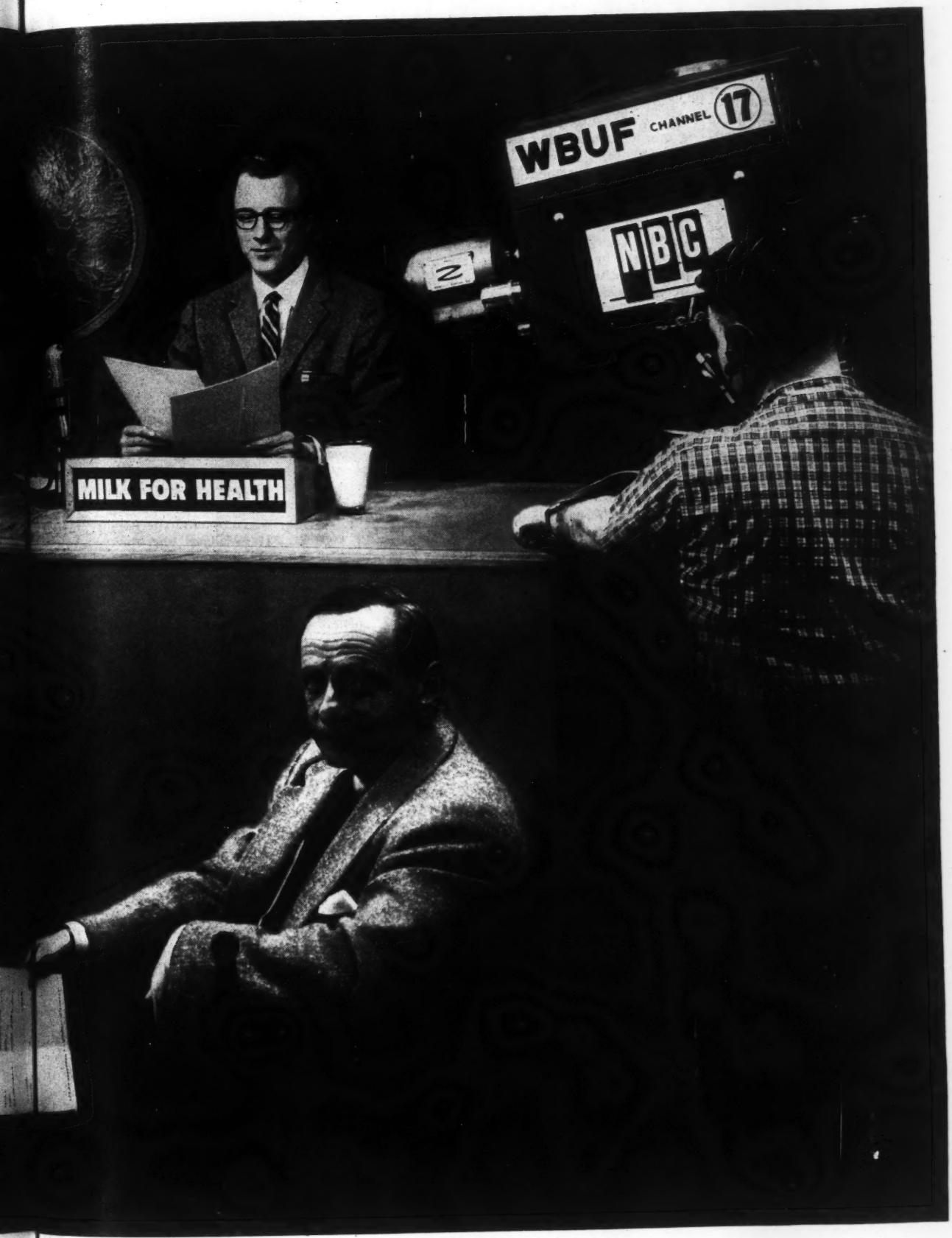
"WBUF," in the words of Baldwin, Bowers & Strachan Vice President Everett L. (Tommy) Thompson, "has more than lived up to the promise of its impressive facilities, management and staff with its outstanding programming, promotional support, and community acceptance. 'Milk For Health' invested in the future when it bought the '11TH HOUR NEWS' on WBUF. That investment is paying off already with a 52% audience increase within the first six months!"

An ever-growing list of satisfied advertisers makes WBUF the fastest-moving force in Buffalo. Put that force to work for *you* today!

Exciting things are happening on

WBUF CHANNEL **17** | NBC *in Buffalo* | *sold by* NBC SPOT SALES

Left to right: H. Truman Rice, TV Producer, Baldwin, Bowers & Strachan, Inc.; Jan Okun; Frank Frederics: Martin Magner, Program Director for WBUF.


WBUF
CHANNEL 17
NBC
MILK FOR HEALTH

WALLACE, ABC-TV FACE POLICE IRE

- **L. A. department incensed over Cohen statements**
- **FCC protest, libel, slander court suits planned**

COPS on both coasts last week were verbally gunning for ABC-TV personality Mike Wallace and his controversial guest, a self-styled reformed gangster, Mickey Cohen.

At home and in New York, the Los Angeles Police Dept. was making itself heard loud and clear. Ever since the May 19 ABC-TV *Mike Wallace Interview*, on which Mr. Cohen cast grave aspersions on Los Angeles Chief of Police William H. Parker's moral standards and personal honesty, and characterized his chief of intelligence, Capt. James Hamilton, in a similar manner, the men behind the badges have been stirred up in indignant wrath.

• In Los Angeles last Thursday afternoon, Chief Parker instructed his attorneys to file libel and slander suits against "all persons" connected with the May 19 telecast. These presumably would include the advertiser, Philip Morris Inc.; the agency, N. W. Ayer & Son, New York; ABC-TV; Mr. Cohen; Mr. Wallace; Producer Ted Yates Jr., and the program's staff.

• On Wednesday, the Los Angeles Police Commission passed a resolution expressing indignation at the Cohen statements and demanding that Leonard Goldenson, president of AB-PT, the ABC-TV parent company, prepare an "appropriate statement . . . at once." The police commission called the program an "irresponsible abuse of the freedom of speech."

• Chief Parker sent a delegation to the criminal complaints committee of the Los Angeles Grand Jury and later, at the committee's request, appeared himself to ask that criminal libel action be instituted against Mr. Cohen. The committee listened to a playback of the audio part of the telecast. As of late Thursday it had taken no action.

• In New York last week with actor-producer Jack *(Dragnet)* Webb to exploit Mr. Webb's new Warner Bros. film, "The D. I.," Capt. Hamilton marched angrily to District Attorney Frank S. Hogan's office to lodge a query. His question: Under New York State legal statutes, is there grounds for a criminal conspiracy suit against Mr. Wallace and Mr. Cohen? (Capt. Hamilton asserted that inasmuch as Mr. Wallace knew beforehand of Mr. Cohen's bitter quarrel with himself and Chief Parker, there was "conspiracy" involved). The DA's office late Thursday hadn't yet arrived at an answer.

• Meanwhile, Capt. Hamilton prepared to take the matter before the FCC. Although an appointment scheduled in Washington Thursday was called off at the last minute by the officer, the FCC was told to expect a formal complaint the first thing this week.

• Earlier in the week, Chief Parker was reported to have instructed his department to dig deeper into Mr. Cohen's background. This was prompted by an exchange on the air between Messrs. Wallace and Cohen. The latter was asked whether he had killed "more than one man." He replied, "I've killed no one who didn't deserve killing. In all these cases, it was their life or mine." (Mr. Cohen was acquitted 14 years ago of a murder charge after successfully pleading self-defense).

A formal statement issued Tuesday by ABC-TV Vice President Oliver Treyz, offering the two aggrieved Californians "identical time and network facilities" to answer Mr. Cohen's charges, and an invitation by Mr. Wallace to have Chief Parker appear on the program scheduled for last night (Sunday) were refused. Though the network's "sincere apologies" were accepted, Chief Parker said, "I do not feel that I must defend myself against a man of the character of Cohen."

(Mr. Cohen has been at war with the Los Angeles Police force for some time. At the beginning of the year, he appeared on Bill Stout's *Eye-to-Eye* interview program on KNXT [TV] Los Angeles, and declared that both Chief Parker and Capt. Hamilton were "conspiring" to kill him. Subsequently, KNXT Station Manager Clark George publicly apologized for this unrehearsed crack.)

Capt. Hamilton said that when Mr. Wallace's office telephoned Chief Parker the Thursday before the telecast, it was "cautioned" again not to use Mr. Cohen. Chief Parker was quoted by Capt. Hamilton as having told a Wallace researcher that any outburst by Mr. Cohen would "surely" lead to a criminal libel suit.

Additionally, Capt. Hamilton noted that

COAXIAL CONTROVERSY

THE GUEST CAUSED A STIR

immediately after the live program had gone off in the East (and before a kinescope could be shown in Los Angeles), his superiors at Los Angeles City Hall called upon Earl Hudson, ABC-TV Western Div. chief, and advised him that further display of the interview "would compound the liability."

Neither Mr. Wallace nor the network would comment on any aspect of the controversy, other than to issue apologies and offers of equal time. Mr. Wallace said that Mr. Cohen's outburst had caught him completely off-base, and that he had had no indication beforehand that Mr. Cohen would "let fly."

TRUJILLO POLITELY PIQUED WITH CBS

STILL maintaining its innocence in the "Galindez-Murphy Case," the Dominican Republic, through its New York information office, last week lodged a written protest with CBS Radio. It charged that last Monday night's *Chronicle of Terror* (8-9 p.m.) was "apparently prejudiced," inaccurate, biased and not in the public interest.

Thus, it requested "out of courtesy" that CBS grant it free time in which to state its case, and should such a request be impossible to fill, it then will consider the purchase of either a half-hour or quarter-hour of time. The letter asked for Class A time charges on week nights, which were given by CBS as $5,530 for 30 minutes and $3,802 for 15 minutes.

The public interest, Generalissimo Rafael L. Trujillo notwithstanding, seemed to be "phenomenal." According to CBS, audience reaction to the show was at a high-water mark, matching that registered in 1951 after CBS Radio's prize-winning documentary series, *The Nation's Nightmare*. It therefore will reschedule the program tomorrow (Tuesday) night at 8 p.m.

Last Tuesday, a spokesman for the Dominican information center telephoned CBS Public Affairs Director Irving Gitlin and discussed the "informal" attitude of his government. Mr. Gitlin suggested that these views be put into writing. They were, in letters sent to Edward R. Murrow, the program's narrator, and to Mr. Gitlin. These indicated that "other media" also might be used in which to state the Dominican position toward the disappearance of Dr. Jesus de Galindez on March 12, 1956. This presumably refers to use of full-page paid advertisements in New York and Washington, D. C., newspapers, as was the case this year following the publication of an unfavorable *Life* magazine article on the case.

Mr. Gitlin declined to comment on the situation as it stood at midweek, adding that the network hadn't yet fully discussed the pros and cons of the matter. He indicated however, that the chances for "free time" looked dim, inasmuch as CBS feels its report was "fair and balanced." He cited producer Jay McMullen's unsuccessful efforts in trying to bring Dominican representatives to the microphone.

But the letter sent to CBS stated in part: "It is recalled that the government declined to make recorded statements for the documentary at a time when the complete nature and direction of the program was not fully understood." CBS maintains that when the network was rebuffed, it sought to represent the Trujillo government on the program through excerpting its paid ads.

Network officials told B•T that "nothing has been decided yet" as regards the purchase of time. But John Karol, CBS Radio sales vice president, noted that time clear-

PROOF of a great AREA TELEVISION MARKET

10th* in the U.S.

IN NUMBER OF NATIONAL-REGIONAL ACCOUNTS

* Rorabaugh Report (1st. Quarter 1957) 321 Stations reporting

45th TV Market*

*Television Magazine

WCIA CHANNEL 3

CBS

OFFICIAL **CBS** OUTLET FOR
CHAMPAIGN-URBANA
BLOOMINGTON
SPRINGFIELD
DANVILLE
DECATUR

George P. Hollingbery, Representative

ance would not present any difficulties for CBS under its "impact" or segmentation plan. "All it would involve," he said, "would be a bit of reshuffling."

Also not quite clear was what the Dominican Republic intends to do with the time, assuming it purchases a 30- or 15-minute block. Diplomatic sources in New York feel that the time may be used to reiterate the official Dominican "line," that (a) it knows nothing of the whereabouts of Dr. de Galindez; (b) that Dr. de Galindez was tied up in some mysterious way with Communists; (c) that the Communists "eliminated" the Columbia U. scholar because he had served their purpose as a tool to discredit Gen. Trujillo; (d) that Dr. de Galindez embezzled Basque funds, then fled to Europe.

The Dominican information center didn't think much of the CBS program, dismissing it as so much fanfare "which proved absolutely nothing." Spokesmen there expressed "surprise" that CBS would make "such a direct attack on the Dominican Republic" and that it would choose to gloss over "the true facts" of the case. An official of the center deplored the "discrepancies" in the program and felt it was "one-sided" because of the network's reliance on the views and statements of such "ultra-liberals" as Norman Thomas.

Meanwhile, another CBS program, this one a televised film interview with Cuban rebel leader Sr. Fidel Castro, seen on the *You Are There* program a week ago Sunday, drew absolutely no official reaction from the regime of Cuban strongman Fulgencio Batista. As a matter of fact, the only excitement generated by the special report, titled "The Rebels of the Sierra Maestra," came from unofficial quarters.

In Havana, news of the telecast, reprinted in *El Crisol,* one of the two morning newspapers permitted to publish on Mondays, was greeted by Castro supporters as a slap in the face for Sr. Batista, whose government has maintained consistently that Sr. Castro doesn't exist, much less offer any opposition.

(The Batista government, however, has made things difficult for U. S. reporters who have talked to Sr. Castro. They have condemned *New York Times* correspondent Herbert Mathews as a "liar and a fool" after his paper published a picture of Mr. Mathews and Sr. Castro together, and only last month, Bastista police detained and arrested two NBC "stringers" assigned to the Castro story at Havana Airport. Intervention by the State Dept. at NBC's request effected the newsmen's release).

In New York, some 600-800 supporters of the Castro movement staged a giant fund-raising rally in midtown. They rented a hall the day of the program and invited Cuban residents in New York to watch the program via a large screen projection hookup.

NBC-TV Show Meets Troubles

NBC-TV's *Tonight: America After Dark* last week seemed to have taken on the appearance of a show in desperate search of a format. Launched last January after Steve Allen dropped out of the old *Tonight* show to take over the Sunday evening 8-9 p.m. slot, the late evening program has had both rating and sponsor trouble and last week it lost its m.c. and star "guest columnist." On June 24, Jack Lescoulie, assigned anchor duties on the *Tonight* show, will relinquish this post to go back to the early morning *Today* program, substituting for Dave Garroway who begins a seven-week hiatus. Four days later, Earl Wilson likewise will leave *Tonight.* It is understood that NBC-TV, unhappy with the present format and sales results, is considering returning to the studio audience routine proved so successful during Mr. Allen's reign.

CBS-TV to Film Interview With Krushchev in Moscow

FRESH from having "taken on" two Latin American strongmen (story, page 60), CBS last week announced that its *Face the Nation* interview show on CBS-TV and heard on CBS Radio will travel to Moscow this week.

Purpose: to air on June 2 the "first free questioning by American newsmen" of a top Communist official since World War II. The "official" is none other than Communist boss Nikita Krushchev, First Secretary of the Central Committee.

Moscow has informed CBS it will abide by *Face the Nation's* ground rules, that of unrehearsed and spontaneous questioning.

This is CBS' second try to bring a top-level Russian official to the microphone and camera. During the UN's 10th anniversary meeting in San Francisco in 1955, the program made a bid for and won acceptance by then-Soviet Foreign Minister Vyacheslav M. Molotov. But when Mr. Molotov learned that questioning would be unrehearsed, he withdrew from the program.

Cubans Mob WTVJ (TV) Miami After Showing of Castro Film

SOME 250 Cubans, incited by a CBS-TV film on the Cuban rebel movement, held a political demonstration in front of WTVJ (TV) Miami on May 17. Police had to scatter the unruly crowd, which included Carlos Prio, former Cuban president who was ousted by Cuban President Fulgencio Batista, and several of President Batista's secret police, the station says.

The Cubans had come into the country to see CBS-TV's *Rebel of the Sierra Maestra,* filmed in the Cuban mountains where Fidel Castro leads the guerrilla movement against the Batista regime. The station had planned to carry the program a week later, but provided a special showing for the pro-Castro group. The demonstration broke out after the showing.

Berk to CBS-TV Press Office

HOWARD BERK, who left CBS Radio press as trade news editor earlier this year to join Bernard Relin Assoc., New York, joins CBS Television press information today (Monday) as assistant to Harry Feeney, trade and business news manager. He also will assist Sydney Rubin, director of CBS Television enterprises, merchandising and subsidiary rights, on press and promotion assignments. Mr. Berk at one time was with MCA-TV.

WGAE Chooses Welles; WGAW Elects Hartmann

HALSTED WELLES was elected president of Writers Guild of America, East, and Edmund L. Hartmann was elected president of WGA, West, at membership meetings held Tuesday in New York and Hollywood.

Other WGAE officers elected were Stanley Niss, first vice president; Don Ettlinger, second vice president; William Kendall Clark, secretary; Robert Allison, treasurer.

Other WGAW officers are Daniel Taradash, first vice president; David Dortort, second vice president; Al Martin, secretary; Edmund North, treasurer.

Curtis Kenyon, whose candidacy was filed by petition, was elected president of the guild's Television-Radio Branch, defeating Hal Fimberg, selected by the nominating committee of the branch. Samuel Newman was elected vice president and Gomer Cool secretary-treasurer. Mr. Fimberg, Leonard Freeman, Milton Raison and Martin Work were elected board members of the Television-Radio Branch, on which James Allardice, True Boardman, Erna Lazarus and Phile Leslie hold over for another year.

The WGAW meeting empowered the building committee, headed by Frank Nugent, elected president of the Screen Writers Branch, to secure a site for a new WGAW building, subject to Council approval. Members of the Screen Writers Branch voted to facilitate the move by making a 20-year, $50,000 loan to the guild, payable at 4% interest and secured by a second mortgage. Edmund H. North, retiring president of the Screen Writers Branch, reported that the field of pay-tv is now being chartered to assure proper separation of rights and payment for writers.

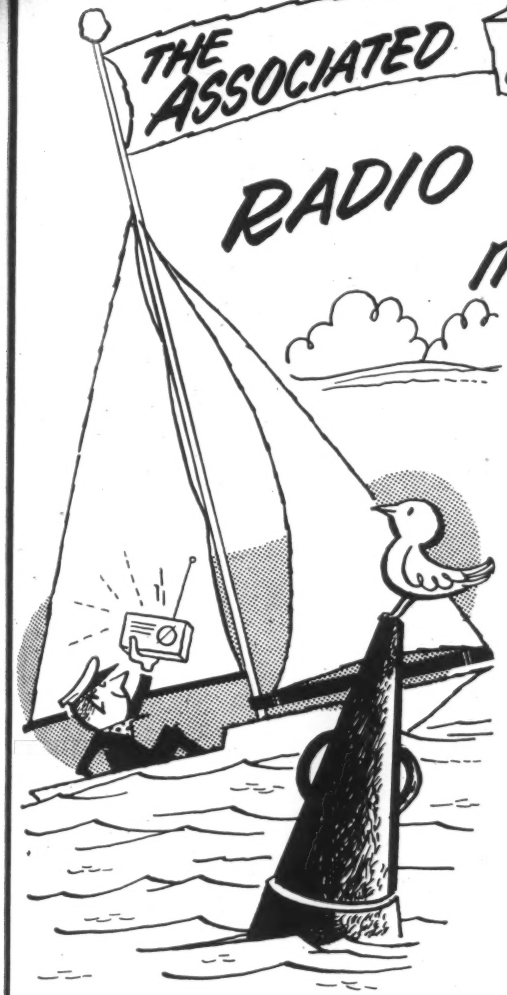
Writers Guild Makes Awards In Radio, Tv Categories

WINNERS in the first annual awards contest sponsored by the Writers Guild of America for work in the 1955-56 season were announced simultaneously last week in New York and Hollywood at annual membership meetings of the west and east coast branches of the union. New officers of the branches also were elected (see above).

The winners in the various television categories were Rod Serling, "Requiem for a Heavyweight," CBS-TV (hour or longer drama field); John Whedon and George Roy Hill, "A Night to Remember," NBC-TV (documentary); Donald Sanford, "The Golden Junkman," CBS-TV (anthology drama, half-hour); Kenneth Kolb, "She Walks in Beauty," NBC-TV (episodic drama); Leonard Stern and Sydney Zelinka, "The 99,000 Dollar Answer," CBS-TV (situation comedy, half-hour); J. Harvey Howells, "Goodbye, Gray Flannel," NBC-TV (comedy, one hour or longer); Thelma Robinson Haight, "The Visitor," CBS-TV (children's program, any length); Hal Kanter, Howard Leeds, Harry Winkler and Everett Greenbaum for Nov. 12, 1955 *George Gobel Show,* NBC-TV (comedy-variety, half-hour).

Winners in radio were Allan Slone, "Bring on the Angels," CBS (drama, any

THE ASSOCIATED PRESS RADIO WIRE means all-weather sailing!



The sailing enthusiast and the small craft pilot both set their dials to the radio station that keeps them up on the weather.

Millions of Americans at home, on the road, at work or on vacation do the same.

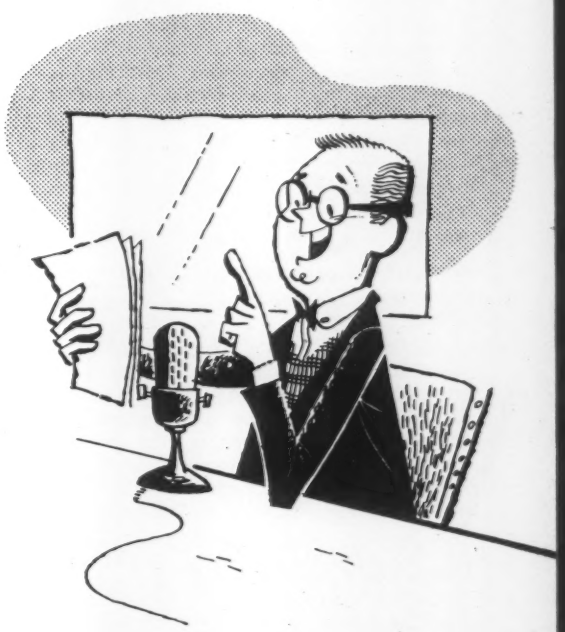
The broadcaster with an ear for the NEW SOUND in radio news satisfies them all. He does it with superior all-around weather news from The Associated Press.

The AP provides more weather information on its radio news wire than all other agencies combined. And, in most states, AP radio still is expanding its service with reports on road, traffic, skiing, and tide conditions.

AP always has led the way in listenable radio news. Tuned to the NEW SOUND in radio news, the AP today delivers weather information to please the listener.

If you are on the AP radio wire, you have "clear sailing" with:

1. Quick rundowns daily on prospects across the nation.
2. Latest regional information.
3. State-by-state forecasts.
4. Localized forecasts.
5. Major city temperatures.
6. Long range outlook for next weekend.
7. Special Sunday morning roundups.
8. Reports in listener's language.



AP tuned to the NEW SOUND in RADIO NEWS

length); Si Rose, Nov. 27, 1955, *Edgar Bergen Show*, CBS (comedy, any length); Stanley Niss, *The Penny*, CBS (series episode, any length); Robert S. Greene, "Decision for Freedom" NBC (documentary).

An anthology of the 12 award-winning scripts, tentatively titled *Best Television and Radio Plays of 1956*, will be published by Random House in the fall.

Newly-elected officers of the Writers Guild of America East are Halsted Welles, president succeeding Erick Barnouw, who recently was named national chairman of the Writers Guild of America, embracing the east and west coast branches; Stanley Niss, 1st vice president; Don Ettlinger, 2nd vice president; William Kendall Clarke, secretary, and Robert Allison, treasurer. All are freelance writers.

Local 47 Group Reports 'Progress' in AFM Talks

A COMMITTEE representing Los Angeles Local 47, American Federation of Musicians, met four hours with AFM President James C. Petrillo in New York last Wednesday and agreed later that "progress" had been made in narrowing the rift between the local and the federation.

The local's main complaint is a long-standing one, based on the contention that the 5% levy on the gross revenue of new tv films is a deterrent to the use of live music. This money is allocated to the Music Performance Trust Fund. Mr. Petrillo replied to this argument by saying that the federation "has long sought a better formula and would welcome suggestions."

The local committee also pointed out that negotiations with film producers are scheduled to begin the end of this year and urged that musicians employed in films participate actively in these discussions. Mr. Petrillo said he was "impressed" by this line of argument and reported the federation would give the suggestion "serious consideration."

It was agreed that another meeting between a Local 47 committee and Mr. Petrillo should be held shortly, but no date was set.

ASCAP's Kerr Dies in L. A.

FUNERAL services were held Wednesday in Los Angeles for Harry D. Kerr, 76, charter member of ASCAP, who died Monday after a lengthy illness. A New York attorney at the time of ASCAP's formation, Mr. Kerr prepared the organization's incorporation papers, becoming a member at the same, time. His compositions include "Venetia," "Do You Ever Think of Me?" and others. He is survived by his wife, Ruth Kerr.

Local 802's Surplus Grows

ANNUAL financial report of New York Local 802, Americal Federation of Musicians, shows that at end of 1956 surplus amounted to $664,000 as against $470,000 at end of 1955. Report showed that at end of 1956, approximately $490,000 remained in general fund; $2,400 for relief fund, $85,000 for live music fund and $88,000 for strike fund, reflecting increases in each group as compared with 1955.

FEDERAL AID TO EDUC. TV SOUGHT

- **Bill stipulates funds to go for equipment, facilities**
- **Magnuson wants $1 million appropriations to states**

EDUCATIONAL television was joined by a powerful ally with the introduction of a bill (S 2119) May 17 by Sen. Warren Magnuson (D-Wash) calling for the appropriation of up to $1 million to each state and territory "to establish or improve television broadcasting for educational purposes."

In comments on the Senate floor last Wednesday, Sen. Magnuson, chairman of the Committee on Interstate & Foreign Commerce, said that the bill is "of first importance in the field of proper utilization of our tv medium."

The bill would require the state to provide the land, buildings and cost of operation and maintenance of the educational tv station. The states, in turn, could get grants for the purchase of actual equipment and facilities required for the stations. To be eligible for a grant, the states would have to:

(1) Secure an authorization from the FCC.

(2) Apply for monetary assistance to the U. S. Commissioner of Education.

(3) Place operation of the station under the control of the state agency or officer responsible for supervision of public schools.

(4) Use the station for educational purposes only.

Under provisions of the bill, a state may receive more than one grant "but the total amount of such grants to any state shall not exceed $1 million." Each state, the Washington senator said, could establish five or six educational tv facilities by taking advantage of his bill. The money also could be used for closed-circuit tv.

"S 2119 is a modest bill," Sen. Magnuson said. "It will initiate the use of television in our public schools and colleges and in adult training programs in each of the several states and territories on a small scale."

"At the outset of the development of television in this country, 250 channels were wisely set aside for educational purposes. [The FCC, in its Sixth Report and Order released in April 1952, reserved 242 channels for educational use.] Most of the channels [educational] remain unused at the present time. I am convinced that unless the federal government takes the initiative, offers the impetus and contributes to the cost, the great educational potential from these channels will be lost."

Sen. Magnuson also expressed the belief that the use of tv facilities in public schools and colleges will "strike directly" at existing shortages in teachers and schools. "The extent of the contribution toward the solution of these problems which television can make is tremendous," he stated.

"The quality of education we furnish our children is, in my judgment, more important than any other single responsibility that faces us today," Sen. Magnuson told his colleagues. He claimed the use of educational television will meet the needs of education "with the least cost and in the most expeditious manner."

In commenting on his bill from the Senate floor last Wednesday, Sen. Magnuson quoted a statement by Dr. Thomas Clark Pollock of New York U. ". . . television offers the greatest opportunity for the advancement of education since the introduction of printing by movable type."

The senator also entered into the *Congressional Record* a recent report by Dr. Alexander D. Stoddard, who retired last year as superintendent of schools for Los Angeles. In his study, titled "Schools for Tomorrow: an Educator's Blueprint," Dr. Stoddard detailed the present status of educational television. "From the experiments already conducted, he [Dr. Stoddard] is convinced that, if used wisely, educational television can open an entire new vista of achievement in the field of public education," Sen. Magnuson said.

"The legislation I have introduced is intended to launch our country firmly upon the path of bringing into our educational system the tremendous advantages and opportunities afforded by the television medium. Its cost in actual dollars is modest —approximately $50 million. Its rewards, in realistically confronting one of our most difficult problems today, are so great as to be virtually unmeasurable."

The bill was referred to Sen. Magnuson's own Senate Interstate & Foreign Commerce Committee and the senator said he planned to schedule hearings on it soon.

In Washington last Thursday, both the Joint Council on Educational Tv and the National Education Assn. reserved comment on the bill pending further study. At the present time, there are 23 educational stations on the air with regular programming, and at least two others on the air with test patterns. There have been 48 educational stations granted since the Sixth Report and Order was released.

This leaves approximately 200 channels reserved for educational use which are lying fallow. Commercial broadcasters have been making steady and numerous efforts to use many of these idle channels, especially those in the vhf band.

Emerson Satisfies FTC Complaint

THE Federal Trade Commission last week approved a consent order which specifically prohibits Emerson Radio & Phonograph Corp., Jersey City, from advertising certain of its radios containing vacuum tubes as transistor radios, or claiming the absence of vacuum tubes in some of its products, and from describing certain Emerson radios as the smallest on the market, unless this claim is true.

The agreement, which does not constitute admission by Emerson of violation of the law, arose out of an FTC complaint filed last August.

643 Children's Groups on Sage's Studio Waiting List!

Sagebrush Shorty has the kids* roped and tied to WJBK-TV

CHANNEL 2 DETROIT

So many boys and girls are storming the doors to be on WJBK-TV with Sage, his cartoons, and his ventriloquist dummy characters that special theater showings are in the works to forestall a hopeless waiting period for the groups at the bottom of his list! Pulling power like this means thousands of customers for you. And we still have a few availabilities for alert advertisers interested in staving off Summer-time sales dips for their products.

(and tens of thousands of their doting parents, too)

Typical of WJBK-TV's local programming

SAGEBRUSH PULLS TOP RATINGS

up to 16.3 Saturday and Sunday; 8.5 Mon. thru Fri. (when "Breakfast Time" rates* apply)

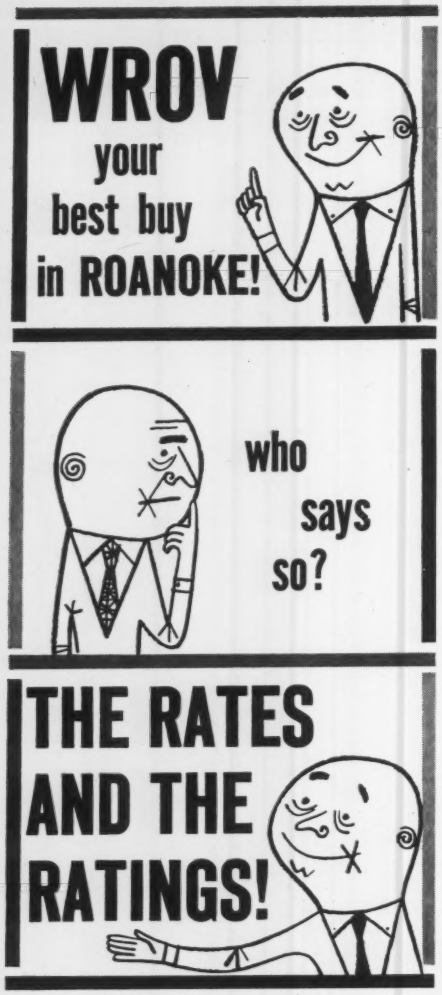
Ratings from April, 1957, ARB and Pulse

* Ask your Katz man about these terrific bargain buys on Detroit's CBS station that saturates southeastern Michigan's 1,700,000 TV homes. Maximum 100,000-watt power, 1,057-foot tower. Commanding Channel 2 dial position.

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.



New '57 Pulse shows WROV first in Roanoke from 5 pm to midnite with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive!
complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV

ROANOKE • VIRGINIA

Burt Levine, president

1240 on your dial

Move Started to Squelch Federal Ruling Tipoffs

A MOVE is underway to make the disclosure of unauthorized information by officials of government regulatory agencies a criminal offense.

The campaign is being led by Sen. Henry M. Jackson (D-Wash.), chairman of a Senate Government Investigations subcommittee [B•T, May 13].

Objective of Sen. Jackson and his committee is to get Congress to pass a law penalizing the advance disclosure of how a government body has voted in an adjudicatory matter. The penalty would be a fine and/or prison sentence.

At present the only remedy for this practice is dismissal of the offending official, Donald O'Donnell, subcommittee counsel, told B•T last week.

The subcommittee plans to confer with responsible officials in all independent agencies, Mr. O'Donnell said. This includes the FCC, the Federal Power Commission, the Interstate Commerce Commission, and other quasi-judicial agencies, he pointed out.

The object of these conferences, Mr. O'Donnell said, will be to get agencies' recommendations in drawing up legislation which will act as a deterrent to information leaks. It is hoped to get such a bill before Congress before this term is over, he added.

In addition to protecting information on comparative or adjudicatory decisions until they are officially announced, Mr. O'Donnell explained, the committee also wants protection of confidential information submitted to agencies by companies whose activities are regulated by the federal government.

This would include, at the FCC, such data as financial reports and details of contracts between networks and stations, as well as other economic and financial information considered competitive.

Mr. O'Donnell referred to a situation at the Civil Aeronautics Board where two copies of an "audit" submitted by Pan American World Airways are missing. Pan American has complained that financial information in those documents had reached competitors. This incident is being investigated by the Dept. of Justice, he said.

The Jackson committee has been investigating the leak of a CAB decision last year to permit Northeast Airlines to fly the profitable New York-Miami run. This resulted in stock market activity which resulted in many thousands of dollars being made by those who allegedly received this advance tip.

In an appearance before the Senate committee last week, CAB Chairman James R. Durfee called for new laws to immunize agencies not only against leaks but also against "outside pressures." Mr. Durfee explained that he thought there should be some form of law which would provide that once examiners make their recommendations, outsiders would be prohibited from trying to influence commissioners except through proper procedural actions—filing briefs and in oral argument.

The committee, Mr. O'Donnell said, has had no reports, or complaints, regarding the FCC. Several months ago the Communications Commission instituted a practice of announcing tentative votes on docket cases as soon as instructions are issued to the staff.

LIBEL PROTECTION for broadcasters when FCC rules forbid censorship of programs is provided under a new law (Sec. 91A, Chapter 231) enacted in Massachusetts. The law was spearheaded by Massachusetts Broadcasters Assn. and Thomas Callagan, MBA legislative agent. Gov. Foster Furcolo signs the measure before (l to r) Thomas Y. Gorman, WEEI Boston; Joseph Dunn, WORL Boston; George Steffy, WNAC-TV Boston; Horace Rolfs, WBZ-TV Boston, and Sherwood J. Tarlow, WHIL Medford, MBA president. The signing took place in Boston last week.

"but why should I have to sell my representative, too?"

Good question! Yet this station manager — with a well-established TV outlet in a good market—faces a problem confronting more and more television operators today.

Competition for the TV advertising dollar is understandable. It demands hard selling. But competition to get a fair share of your representative's attention .. competition with a host of *other* stations on his list .. simply *doesn't* make sense.

You shouldn't have to sell your representative on performing his job fully. And with *specialized* representation, you don't. There's no routine, no "production line" formula when you're one of the quality stations on Harrington, Righter and Parsons' limited list. Your representation is tailored to your station's distinctive merits by people who specialize only in the television medium. Caliber TV stations like those below don't want to be one of the pack. With us, they never are!

HARRINGTON, RIGHTER & PARSONS, Inc.

television — the only medium we serve

WCDA-B-C *Albany* **WAAM** *Baltimore* **WBEN-TV** *Buffalo* **WJRT** *Flint*
WFMY-TV *Greensboro/Winston-Salem* **WTPA** *Harrisburg* **WTIC-TV** *Hartford*
WDAF-TV *Kansas City* **WHAS-TV** *Louisville* **WTMJ-TV** *Milwaukee*
WMTW *Mt. Washington* **WRVA-TV** *Richmond* **WSYR-TV** *Syracuse*

FILM FIRMS MUST FACE FCC PROBE

SEVEN tv film firms must appear today (Monday) before FCC Chief Hearing Examiner James D. Cunningham in Federal Courthouse, Foley Square, New York, and furnish records of their operations, the examiner ruled last week.

Mr. Cunningham refused to quash subpoenas originally issued April 23 [B•T, April 29] calling for the information to be turned over to the Commission's network study staff at a hearing May 1 in New York. None of the seven subpoenaed showed up for the first hearing. Instead, their attorneys challenged the jurisdiction of the FCC (which issued the subpoenas) over the film companies, and moved that the subpoenas be quashed.

The subpoenas were served on Harold L. Hackett, president of Official Films; John L. Sinn, president of Ziv Tv Programs; Michael M. Sillerman, executive vice president of Tv Programs of America; Ralph M. Cohn, vice president-general manager of Screen Gems; MCA-TV Ltd. and Charles Miller, president-secretary of Revue Productions, MCA subsidiary, and Harry Fleischman, president of Entertainment Productions. They had objected, among other things, to the financial data requested, including the costs of programs produced since 1952 and the prices paid for them by networks and stations.

The seven respondents under subpoena are directly concerned with network broadcasting, Mr. Cunningham ruled. "In reality, they are no less a part of the broadcasting industry of the nation than are the several major networks themselves. . . ." he said in ordering them to appear at 10 a.m. today.

The fact that the respondents are not licensees or permittees of the Commission is wholly without significance, for the committee is entitled to demand relevant matters in the possession of all business organizations, Mr. Cunningham ruled. He stated the firms may not complain that the information sought of them is confidential, and that considerations of the public policy must be held paramount to the private rights of individuals.

It was reported that some of the subpoenaed firms planned to continue to resist the committee's demand for their records. At least one, however, Entertainment Productions, indicated that it would furnish the committee with the information. TPA was "surprised" that it was served with the same subpoena as the other film companies. It claimed that it supplied the FCC committee with the bulk of the information requested last April 9.

Two of the companies—TPA and Screen Gems—and possibly others planned Friday meetings to decide what course to follow at Monday's hearing.

Under direction of U. of Cincinnati Law School Dean Roscoe L. Barrow, the FCC has been investigating network operations since September 1955 under a special Congressional appropriation. FCC members of the group include Chairman George C. McConnaughey and Comrs. Rosel L. Hyde, Robert T. Bartley and John C. Doerfer. Counsel for the seven respondents met with the committee a fortnight ago to urge that the financial data requested be kept confidential [B•T, May 20].

Under the Communications Act, if the film companies still refuse to turn over the subpoenaed information, the Justice Dept. may be asked to step into the case.

Sec. 315 Suit Headed Toward Supreme Court

THE federal law (Sec. 315, Communications Act) that requires broadcasters to give equal time to all sorts of political candidates and forbids any editing of what they say on the air now is headed toward the U. S. Supreme Court.

This longtime legal headache finally is slated to get the full judicial treatment as a result of a Thursday court decision in North Dakota. The district court, Cass County, dismissed a libel suit filed against WDAY-TV Fargo by Farmers Educational & Cooperative Union of America, North Dakota Div. [B•T, Feb. 4]. The court, however, did not dismiss a similar suit against A. C. Townley, an independent splinter candidate who made communistic slurs against the union in a WDAY-TV broadcast.

The lower court held that Sec. 315 creates legal privilege for the station and that the state statute (14-0209), a truncated version of the standard NARTB language limiting libel liability, is unconstitutional both under the state and federal constitutions.

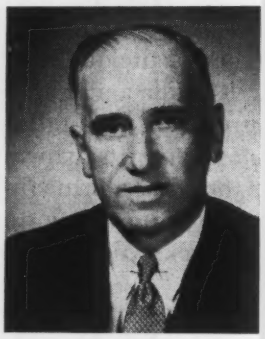
Notice of appeal to the North Dakota Supreme Court was filed Thursday by the farmers group. If the group wins this appeal, WDAY-TV has indicated it will go to the U S. Supreme Court. The farmers' union plans similar action if it loses.

Either way, a final determination is anticipated of the legality of the law that perils the existence of broadcasters when they permit political programs on their facilities, should the federal court agree to review the case.

The WDAY-TV case is believed to be the first one that contains all the legal elements needed for federal review. The suit of the farmers union, asking $150,000 libel, was filed after Mr. Townley an obscure political figure, demanded and receive time to answer paid, campaign telecasts by the principals in a U. S. Senatorial race—Sen. Milton R. Young, Republican, and Quentin N. Burdick, Fargo Democrat.

Mr. Townley was given the right to buy time last Oct. 29. In his filmed speech he made a violent attack on the union and Messrs. Young and Burdick, refusing to

Agency Executive Sold on Audit Bureau of Circulations



D. R. HATHAWAY
Vice President
J. M. Mathes, Inc.
New York City

"The Audit Bureau of Circulations has contributed immeasurably to media evaluation through its over 40 years of service. The Audit Reports give us valuable information that would otherwise be quite unattainable.

Because of the importance and acceptance of the work carried on by the Bureau, we are always glad to see additional publications recognize the Bureau's high standards and valuable contributions by becoming members."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

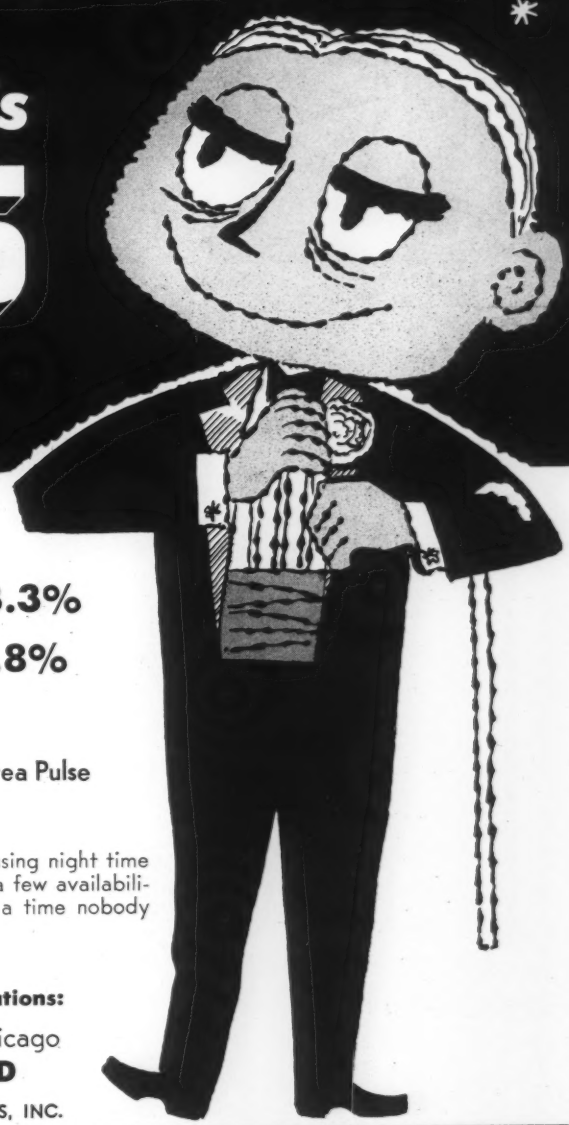
BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Nighttime is your time*

on

Radio Memphis

WMPS



Consider this:

Average homes using Radio: **23.3%**

Average share of audience: **24.8%**

Average rating: **5.8**

Source: March 1957 Memphis Metropolitan Area Pulse
6 P.M.—10 P.M. Monday thru Friday

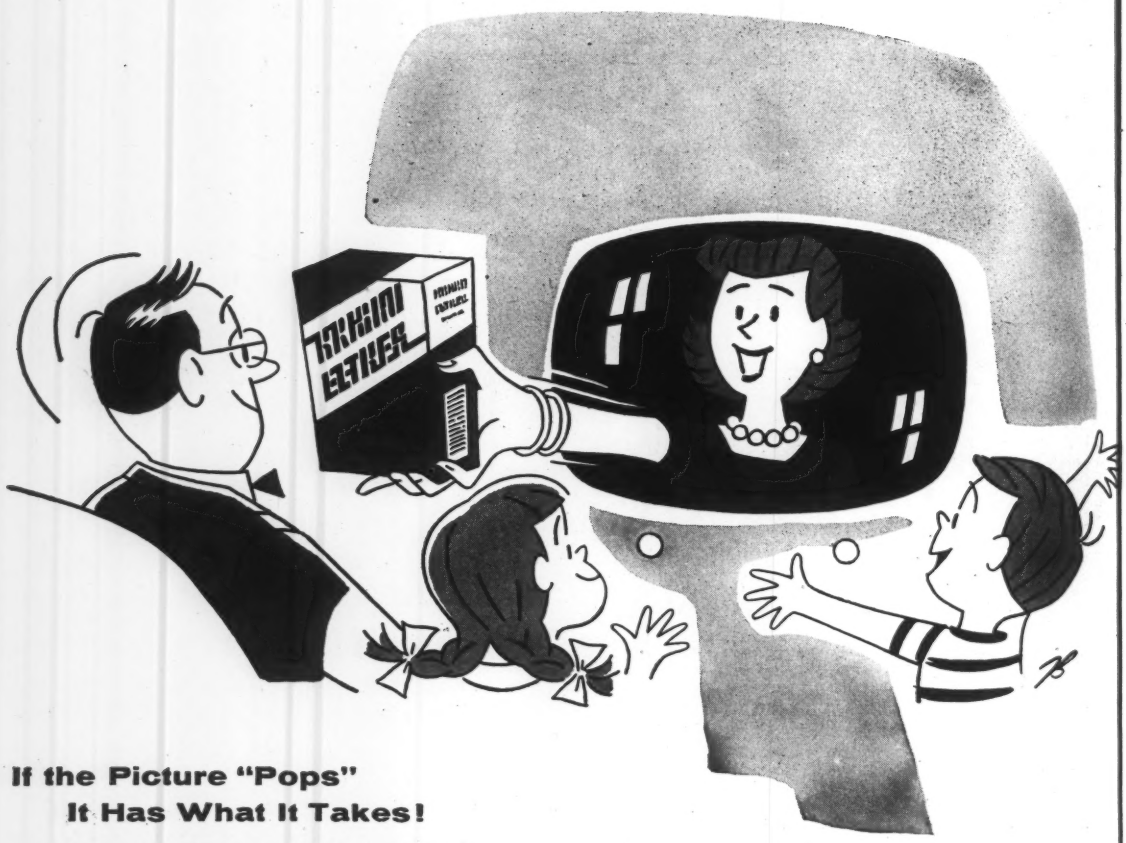
*Well, not all of it. Local and regional advertisers have been using night time on WMPS all along with amazing concrete results. There are a few availabilities, but we suggest "he who hesitates is lost." Once upon a time nobody wanted 7 A.M.-9 A.M. or 4 P.M.-6 P.M. either!

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago
WCAO	**WCOP**	**WJJD**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

GETTING THE MOST FROM

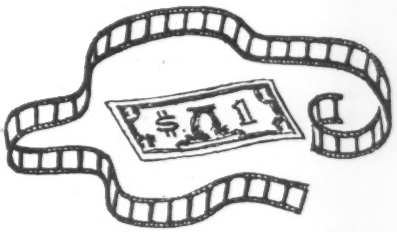


If the Picture "Pops" It Has What It Takes!

Many a good film commercial has been ruined by a poor presentation "on-air." If the picture "pops" out at you, has sparkle and dimension, you know it's good. With modern RCA Film Equipment you can expect and get the highest quality reproduction and long term reliability in operation.

P.S. HOW LONG SINCE YOUR STATION'S FILM ROOM WAS MODERNIZED?

YOUR FILM DOLLAR



How to Get the Kind of Picture Quality that Advertisers Want

There are two ways to increase the quality of your film programs:

(a) By using Vidicon film cameras
(b) By using professional projectors.

Vidicon cameras give you sharp, clear, virtually noise-free pictures of live picture quality. The Vidicon will show every detail that is on the film. For example, night scenes are much clearer with new Vidicon cameras than with older Iconoscope equipment. Vidicon film cameras have *ideal* tone or gray scale range for high quality reproduction of film. A remote light control permits the RCA Vidicon camera to be adjusted to optimum operating conditions at all times.

Professional RCA projectors are another requirement for high picture quality. Professional film projectors provide a rock-steady picture, free from jump and jitter, as well as high fidelity sound. Precise optics in the RCA film and slide projectors assure evenness of illumination and excellent resolution.

Whether you are a station executive, program sponsor or agency man, you'll be helping the cause of good film programming by advocating the use of up-to-date film room equipment. Ask the RCA Broadcast Representative to show you our new film manual "Planning TV Film Facilities for Color and Monochrome."

RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

In Canada: RCA VICTOR Company Ltd., Montreal

allow any editing. The union sued and Mr. Burdick, defeated in the Senate race, is one of the union's attorneys.

Last December NARTB President Harold E. Fellows asked elimination of Sec. 315 in testimony before the Special House Committee to Investigate Campaign Expenditures [B•T, Dec. 24, 1956]. Mr. Fellows argued at that time that the present federal law prevents the public from getting full coverage of political campaigns, since total political time of broadcasters is limited by the requirement to give equal time to splinter candidates lacking significant voter support. Last November Mr. Townley polled 937 of a total of 244,161 North Dakota votes.

The farmers union suit asked $50,000 special damages for loss of members and membership dues, $50,000 general damages for exposure to hatred and ridicule as a result of communist references in the telecast and $50,000 exemplary damages, naming WDAY-TV and Mr. Townley as co-defendants.

The North Dakota law says:

14-0209. Defamation by Visual or Radio Broadcast; Limitation of Liability. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employees of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employee thereof.

"GEE! I'm going to try that candy!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

A PLEA FOR 'OUTSIDE' INFLUENCE

THE FCC is accustomed to facing intervention by congressmen, senators and other VIPs in conducting its day-to-day business. But last week, it was revealed, a power completely out of this world was being called upon to intervene in Commission affairs.

An ad which has been running in the classified section of the *Birmingham Times* reads: "PLEASE—Pray that Christ will grant a new 5 kw family radio station in Irondale, Ala."

FCC records show that Jefferson Radio Co. (W. D. Frink) has applied for 1480 kc with 5 kw in that city and that WBCO Bessemer, Ala., has asked that its frequency be changed from 1450 kc to 1480 kc, both of which cannot be granted, the Commission said. In a subsequent filing, WBCO pointed out that Mr. Frink already had purchased land and built a studio building for his proposed station.

Mr. Frink admitted this was true and said he did so to "demonstrate to the Commission my sincerity of purpose and genuine intention to construct and operate the station. . . ." He said he was not, at that time, represented by Washington counsel and did not know that construction prior to a grant is against Commission rules.

Also interested in the case are Rep. George Huddleston Jr. (D-Ala.) and Sen. Lister Hill (D-Ala.). Rep. Huddleston has written three letters to the Commission and Sen. Hill one in support of Mr. Frink's application. Mr. Frink, according to letterheads incorporated as part of his application, is an evangelist for the Church of the First Born, Birmingham, and formerly owned 50% of WFHK Pell City, Ala.

The Commission has indicated that a hearing is necessary between the two applicants.

Sen. Morse Asks FCC Questions On Daytime-Clear Channel Case

SENATOR Wayne Morse (D-Ore.), chairman of a Senate Small Business subcommittee which is looking into complaints from the Daytime Broadcasters Assn. about FCC's failure to extend their operating hours, last week invited the Commission to get into the act. He asked the FCC to answer a series of questions on daytime station and clear channel matters.

The Daytime Broadcasters are annoyed with FCC for taking almost four years to answer their petition. DBA seeks permission to change present local sunrise-to-sunset operating rules and extend them as follows: from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later).

The subcommittee heard two days' of pro and con testimony. [B•T, April 29]. Proponents argued that present regulations needlessly deny important broadcast services to local communities, and that the FCC has dragged its feet on their petition. Big station opponents said that resulting interference from daytimers operating during night hours would be a disservice to many, and a benefit to a few. They also noted that international obligations would be affected.

Now Senator Morse wants some answers to these and other questions "if it should prove necessary to prepare a report to the Senate." Here is the gist of his inquiries in a letter he sent to the FCC last week:

The subcommittee would welcome a brief explanation of the reasons why FCC imposed a freeze on clear channel daytime licenses. It would also like to know, pending a final decision on clear channels, why certain stations cannot be afforded relief from strict enforcement of the regulations when their livehood may depend on it.

Senator Morse also expressed concern over FCC thinking which he said permits occasional departures from the rules when the dominant stations find that pre- or post-sunrise operations do not interfere with their broadcasting. This practice, he pointed out, might permit too much discretion to rest with the so-called dominant stations. He added that it might be more appropriate for the big stations to demonstrate "intolerable interference" to the FCC before a lesser, local outlet is deprived of additional broadcast time.

Another question asked what the Commission's policy is towards around-the-clock broadcasting during local emergencies. The Senator also wants to know if FCC's policy about restricting daytime broadcasting from sunrise to sunset has varied through the years.

Still another matter of concern to Senator Morse is how existing international agreements might be broken by an extension of time. In this connection, he inquired whether it is general FCC policy to go ahead and sponsor the signing of international agreements before it has established our own national policies and rules for broadcasting. The signing of such agreements, he said, tend to fix such national policy before there has been domestic agreement on it.

TASO Acts to Avoid Possibility Of Federal Conspiracy Charges

BECAUSE many of its participating members are sensitive to anti-trust action, the Television Allocations Study Organization last week voted to revise the group's meeting procedures so that it might be free of possible conspiracy charges.

From now on, a government official (probably from the FCC) will preside at TASO meetings. Also, agendas will be prepared by an FCC official. The new procedures were prompted by the Justice Dept., which advised TASO of the existence of a 1950 directive implying that joint industry-government meetings are less apt to create misunderstanding than those of all-industry groups. The Justice Dept. memorandum was in answer to an inquiry from FCC

Who could sell her anything now...except
THE NATION'S VOICE
ONE OF A SERIES OF FULL PAGE ADS APPEARING REGULARLY IN THE NEW YORK TIMES

"Leading station" concept documented by Politz results in new mass sales strategy

Many advertisers committed to mass selling need advertising strategy that can move fast. Sudden competitive moves may need to be met. Great weight in a special promotion may be required. Flexibility to cash in on a seasonal selling opportunity may be imperative. These are among the scores of reasons why modern advertisers are turning to a special kind of radio technique called the Nation's Voice.

In this modern technique—based on findings by Alfred Politz Research Inc. in 5 separate markets—the huge, immediate force of radio can be released practically overnight. No ham-stringing, long term commitments! No vague talent estimates that suddenly break the budget!

The main spring of this new mass selling strategy is the great power and efficiency of *leading radio stations*. Only 48 of these stations are needed to give you the Nation's Voice—and put 85 per cent of the U.S. population within reach of your message. These stations not only have huge audiences, they enjoy the confidence and respect of their listeners.

Whether your appropriation is $25,000 or multi-million, this revolutionary new way of using radio's tremendous selling power is important to know about.

A call to the nearest Christal office will bring you full information about the Nation's Voice, documented by Politz's astonishing findings.

POLITZ STUDIES SHOW EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

One station in each of five major markets measured stands out clearly as the leader:

1. *It attracts the largest listening audience . . . on an average day by as much as 4 to 1 over the second station; up to 16 to 1 over the weakest.*
2. *Its programs are voted best in every one of 8 different categories.*
3. *Its service features are credited with being the most reliable and complete.*
4. *Its commercials are considered to be the most reliable.*
5. *It is relied upon and trusted . . . the one station people would tune to for information in an emergency.*

First on every list are these 15 Great Radio Stations covering ¼ of all America

WBAL — Baltimore
WJR — Detroit
WHAS — Louisville
WAPI — Birmingham
WTIC — Hartford
WCKR — Miami
WBEN — Buffalo
WDAF — Kansas City
WTMJ — Milwaukee
WGAR — Cleveland
KFI — Los Angeles
WHAM — Rochester
WGY — Schenectady
WSYR — Syracuse
WTAG — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

BIG
EVEN FOR TEXAS
DELIVERS A WHOPPING 256,000
SETS WITH 1 ECONOMICAL PURCHASE
1 GIANT MARKET PRODUCED BY
3 MICRO-WAVE-CONNECTED STATIONS
WEST TEXAS TV NETWORK
K-DUB stations
CBS
KDUB-TV KPAR-TV KEDY-TV
LUBBOCK, TEXAS ABILENE-SWEETWATER, TEXAS BIG SPRING, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROOSES
National Sales Mgr. E. A. "Buzz" Hassett

Chairman George C. McConnaughey (B•T, May 20).

TASO is an industry-financed research and development program—instigated at the behest of the FCC to evaluate uhf and vhf propagation and equipment. Membership includes: NARTB, RETMA, The Committee For Competitive Tv, Maximum Service Telecasters Inc., and the Joint Council On Educational Tv. George R. Town, Iowa State College professor, is executive director.

FCC Approval for 'Boosters' Asked by Colorado Governor

COLORADO'S new Democratic governor, Stephen L. R. McNichols, has petitioned the FCC to institute rulemaking to authorize on-channel booster stations in areas that do not have television service.

The petition also requested that presently operating unauthorized boosters be invited to apply for experimental authorizations pending disposition of the rulemaking request. Colorado has several such boosters operating, most of them authorized last summer by the then Gov. Edwin C. Johnson, also a former senator and chairman of the Senate Interstate & Foreign Commerce Committee.

Gov. Johnson established a "Governor's Committee" to "improve tv reception in Colorado" and authorized its members to install the tv booster stations. Latest tv booster was awarded by Gov. McNichols to Canon City for the rebroadcast of KKTV (TV) Colorado Springs last March.

Gov. McNichols said the request for FCC recognition of boosters was filed as a result of the recent court of appeals ruling on the C. J. Community Service in Bridgeport, Wash. [AT DEADLINE, May 6]. In that decision, the court upheld the FCC's right to order an unlicensed booster to cease operating, but it also called for issuance of appropriate licenses so "all the people" can receive tv service.

Examiner Favors Partnership

FCC Hearing Examiner Thomas H. Donahue has recommended grant of ch. 7 at Ponce, P. R., to Ponce Tv Partnership, sole applicant for the facility. Ponce Tv Principals are George A. Mayoral, officer and minority stockholder of WJMR-TV New Orleans and WORA-TV Mayaguez, P. R.; William Cortada, and Louis A. Ferre. Portorican-American Broadcasting Co., formerly an applicant for the channel, withdrew from consideration last March.

Examiner Donahue found there would be slight overlap between WORA-TV and the proposed ch. 7 station in Ponce, but not enough to affect a grant to the firm that includes Mr. Mayoral.

Bill for Court Coverage Halted

A BILL requiring California court trials to be open to radio, television and newspaper cameramen was halted for this session of the State Legislature when the Senate Judiciary Committee in Sacramento referred the measure to an interim committee for further study.

Above-890-Mc Study Begins at Commission

THE FCC opened up one of the most significant proceedings in the last few years last week when it began hearings to study the use of the radio spectrum above 890 mc.

Sitting *en banc*, the Commissioners began hearing a swarm of non-broadcasting claimants to space in the microwave region of the spectrum. This is the first time in 12 years that the FCC has held a full-scale allocation hearing on any sizable portion of the spectrum.

The schedule calls for the FCC to sit on this matter each Monday, Tuesday and Wednesday for the next six weeks. Claimants range from such organizations as the Fixed Microwave Council and the Los Angeles Police Dept., to the American Petroleum Institute and the Forest Industries Communications unit.

More than 200 witnesses are on the hearing calendar. About 50 represent broadcast interests, including: NARTB, the National Community Television Assn. Inc., most of the networks, about 40 stations and others.

The FCC stressed that the hearings are a study, and not an allocation assignment proceeding for this increasingly congested part of the spectrum. But the witnesses' testimony nonetheless was expected to play a large part in ultimate FCC allocation decisions. Those segments above 890 mc that are of special interest to broadcasters and could be affected are: 890-952 mc for radio and tv aural communications; and 1990-2110, 6875-7125, and 12,700-13,200 mc, involving radio and tv studio-transmitter links, remote pickups, and intercity relays.

Rosel H. Hyde, presiding commissioner, opened the first session of the crowded conclave last Monday by reminding the spectators that the hearings would be a fact-finding study as opposed to a rulemaking proceeding.

SECRETARY of the Army Wilber M. Brucker accepts a Certificate of Appreciation from Gen. Alfred M. Gruenther, National Red Cross president, honoring the Army for its film documentary *You and Yours*, a half-hour salute to the Red Cross released to 380 tv stations here and overseas.

Enter Chicago's charmed circle for sales...WGN-radio

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

SEE WHAT'S NEW ON 2 FOR YOU IN TULSA!

"coverage"

KVOO-TV blankets northeastern Oklahoma with the tops in network and local programming. This coverage is backed up by revealing market research, merchandising and promotion aids, and constant attention to your account and problems.

"wampum"

KVOO-TV blankets a $1-billion market. Out of the top 90 key industrial markets, Tulsa has the fastest dollar value growth of any city in the nation.* If you have something to sell, you can sell more of it in northeastern Oklahoma . . . over KVOO-TV.

*U. S. Census of Mfg., U. S. Dept. of Commerce

NOW AVAILABLE!!

A wide selection of good spots in popular participating shows. I.D.'s, 20 sec., and 1 minute spots in all classes. Check up to the minute availabilities with your nearest BLAIR-TV man.

KVOO-TV channel 2

NBC For current availabilities contact any office of BLAIR-TV

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 5

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57); Ponce, P. R., ch. 7.

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

IN HEARING: 4

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT: 3

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10.

Agriculture Dept. Revises Film Censorship Regulations

THE Agriculture Dept. has revised its administrative regulations to make it plain the department will not censor any films or tv programs it helps to produce.

The former rules, adopted last January, stated that the department would not help in preparing tv or movie films that would violate "policy or contain information detrimental to the best interests" of the Agriculture Dept. The policy change was made after a House government information subcommittee accused the department, in effect, of threatening censorship of films and tv programs not following the department's policy lines.

Under the new regulations, Agriculture will work with producers "at their request" and make information freely available to the public. Rep. John E. Moss (D-Calif.), chairman of the subcommittee, praised the Department for its rules change and its "open door" policy on information.

The change also dropped a rule forbidding manufacturers of alcoholic beverages from sponsoring programs the department helped produce. The tv code of the NARTB will be the guide for commercial sponsorship, the new regulations state.

Honig Returns to Commission

ISADORE HONIG, who served a 20-month stint with the FCC in 1953-55, last week returned to the Commission as supervising attorney of the tv applications branch of the Broadcast Bureau. Mr. Honig was a hearing examiner for 16 months, beginning in November 1953, then served four months on the general counsel's staff. From December 1955 to the present, he has been a trial attorney with the Justice Dept.

AFCAE Meeting Highlights Scatter

MILITARY use of scatter circuits all over the world was discussed last week—at the 11th convention of the Armed Forces Communications & Electronics Assn. in Washington.

Highlight of the three-day meeting was a seminar on scatter transmissions under the chairmanship of Rear Admiral Joseph N. Wenger, USN, communications and electronics director, Joint Chiefs of Staff. Appearing on the panel were Col. R. C. Sears, USAF; Col. W. A. Ross, USA, and Capt. W. A. Ellis, USN. Their discussion indicated that:

- There is in operating existence a 3,000 mile scatter circuit between the United States and the United Kingdom—via Newfoundland, Greenland and Iceland. This uses 35-50 mc band.
- Scatter circuits are used to transmit information and to establish communication from the DEW (Distant Early Warning) radar line in northern Canada back to rear control stations.
- In the planning stage is a 1,000-mile ionospheric scatter test circuit (vhf) from Rome Air Force Base, Rome, N. Y, to Eglin AFB, near Panama City, Fla. This is expected to be in operation within a year.
- The Navy has tested tropospheric circuits (using uhf bands) between MIT at Boston to a test ship out to distances of more than 350 miles, with varying results beyond 350 miles.
- The Army had a 500-mile ionospheric circuit operating in 1955-56 between Juneau and Kenai, Alaska on the 30 mc band. This was found, it was explained, to give interference to California services (which ones were not identified) so it was operated only at night hours for a while. In October 1956 this circuit was terminated.
- The Army is running a 125-mile tropospheric uhf test circuit between Washington, D. C. and Fortress Monroe in Virginia and it has plans to install an ionospheric circuit in the Western Pacific.

KERO-TV Denies Straus' Claim Of Previous Contract to Buy

KERO-TV Bakersfield, Calif., has told the FCC that it never signed a sales contract with Robert K. Straus, who had petitioned FCC for a hearing, alleging he had a previous agreement to buy the station for $2,250,000 [B•T, April 29]. KERO-TV counsel told the FCC that "there has never in fact been an agreement with Straus."

Alvarez Broadcasting Inc., which has asked FCC to approve its purchase of KERO-TV, told the Commission at the end of a lengthy denial of Mr. Straus' claims, "Clearly, then, Mr. Straus must produce a written contract purporting, at least, to have been signed by the parties to the charges."

Both KERO-TV and Alvarez also insisted that Mr. Straus was not a party in interest to the deal. Meanwhile, Mr. Straus has a suit before the U. S. District Court, Southern California, calling for performance on the alleged contract.

WHIO-TV Dayton 1, Ohio

CBS

CHANNEL 7

One of America's Great AREA Stations

STATION SUMMARY DATA—NCS 1956

MARKET COVERAGE	NO. OF COUNTIES	TOTAL HOMES IN AREA	TV HOMES IN AREA
Monthly Coverage Area	41	869,600	747,640
Homes Reached:	**TOTAL**	**% OF TOTAL HOMES**	**% OF TV HOMES**
Monthly	417,900	48	56
Weekly	393,620	45	53

NCS DAY-PART CIRCULATION	AT LEAST ONCE A WEEK	3 OR MORE DAYS A WEEK	6 OR 7 DAYS A WEEK	DAILY AVERAGE
Daytime Viewer Homes	327,900	261,640	205,110	236,380
Nighttime Viewer Homes	386,330	340,980	278,410	303,400

National Representative: George P. Hollingbery

A BID FOR LOWER NIGHT RATES

- **Petry officials urge uniformity by radio stations**
- **Object: to re-invigorate nighttime hours of the medium**

OFFICIALS of Edward Petry & Co., pioneer station representation firm, last week called for the support of all radio stations in their drive to re-invigorate nighttime radio business by cutting evening rates to one-half of daytime charges [B•T, April 22].

Spokesmen said they had the endorsement of a sizeable majority of their own client stations, but emphasized that "this is an industry problem, and a majority of stations in a great number of markets will have to act in some uniform fashion if we are to be successful" in luring advertisers back into nighttime radio.

There were indications the Petry company might seek the backing of Station Representatives Assn. as well as the support of other rep firms individually.

SRA Managing Director Larry Webb said, however, that he was against any reduction in nighttime radio rates and felt stations could sell evening time more easily if they would program it more aggressively and promote it more actively.

The Petry company, which informally has dubbed its project "A Crusade for Nighttime Radio," plans to devote a substantial part of its 1957 advertising space to the promotion of nighttime radio, and expects that many of its stations will do the same thing. It also is working up a new nighttime sales development brochure which will be the basis for a major sales effort, and its salesmen plan to cover all major advertisers and agencies with details on the plan within a month. A continuing direct-mail campaign to advertisers will be conducted, and up-to-date market charts will be prepared to enable advertisers to see quickly which markets have stations on the "two for one at night" plan.

MR. MAILLEFERT

The Petry firm launched its project quietly at a closed meeting with its radio affiliates during the NARTB convention in Chicago some seven weeks ago. They declined to discuss it publicly until their own stations had had time to study the proposal and reach their own conclusions. Last week, with the tally completed, Bill Maillefert, vice president in charge of radio, confirmed the plan and urged its widespread adoption.

Except perhaps in the top ten cities, he said, most stations "are barely making nighttime operation costs" because of advertisers' reluctance to buy opposite peak tv viewing hours. But, he continued:

"The facts are that agencies have said they may be interested in night radio *if it is priced right*, and if they know that they can plan on equitable night rates on good stations on a *broad regional or national scale*. But they are not going to consider it if it can be bought economically in *only* scattered markets."

Nielsen national figures for November-December 1956, he pointed out, show that radio sets-in-use between 7 and 10 p.m. is about 58.8% of that which prevails from 6 a.m. to 6 p.m., while in the four-hour span from 7 to 11 p.m. listening is 55.5% of daytime. But the Petry company feels that making nighttime strictly proportionate to nighttime listening is not enough to solve the problem. Drastic action is needed, the company contends, in order to overcome advertiser and agency feeling that it is "fashionable" to buy 7-9 a.m., 4-6:30 p.m. or 7 p.m. on radio but "unfashionable" to buy radio at night.

Pegging nighttime rates at 50% of daytime, Mr. Maillefert said, should be attractive and effective for several reasons:

1. It is a "dramatic" reduction.
2. It is easily promotable: "Now you can buy twice as many spots at night."
3. It will give advertisers the best advertising value in the entire day.

Mr. Maillefert summarized the plan thus:

"We suggest that night rates be cut in half after 7 p.m.; that night announcement packages be run-of-schedule or rotating from 7 p.m. to 10 p.m. or 7 to 11 p.m. (but with limited choice of days of the week); that packages be at the 10 per week, 15 per week, and 20 per week levels *only*.

"Users of current day packages or straight rate announcements may apply for night minimums, but not vice versa. Packages at these lower prices should be applicable for minutes or breaks; there should be no separate minute, break or quickie packages. The lower-priced announcements should be pre-emptible by higher priced spots on one week's notice.

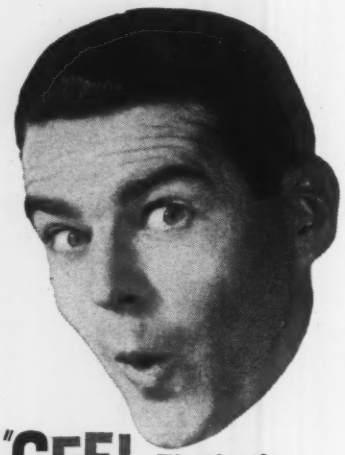
"This would relieve the 7-9 a.m., 4-6:30 p.m. demand and provide a period for family type commercials in relaxed evening listening time when it is possible to reach the the working woman, the man of the house, the husband and wife together."

The plan also involves weekend reductions through a somewhat more complicated formula.

Mr. Maillefert said that of the approximately 20 stations represented by Petry, some 70% either already had package or announcement rate plans conforming to the "half of daytime" concept or were installing plans of that nature. Of the remaining 25% of the Petry stations, he said most were "not particularly against the plan" but "don't go along with it, either." He described these as wanting to "wait and see."

He cited CBS Radio's reduction of night rates to two-thirds of day charges, and said that network's new impact plan for evening and weekend time "has been successful already" in attracting new business.

He stressed, however, that to be effective the Petry plan must be adopted by stations throughout the country, not just a few here and there. "It has to be a group movement," he said. "Advertisers must be *sure* that they can plan on a broad scale."



"GEE! That's the coffee for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Court Dismisses Sentence For WTVT (TV) Cameraman

A CONTEMPT of court sentence imposed on Jack Murphy, Tallahassee, Fla., cameraman employed by WTVT (TV) Tampa, has been dismissed by an appellate court. Circuit Judge W. May Walker ruled that Mr. Murphy need not serve a sentence because he had not been granted his constitutional right to defend himself.

Municipal Judge John Rudd, of Tallahassee, had fined Mr. Murphy $100 and ordered him to serve five hours in jail for contempt on the ground he had ignored court orders to destroy film showing witnesses outside the courtroom.

Judge Walker said the contempt citation would have been justified had Mr. Murphy been given a chance to defend himself but his decision did not pass on the question of privilege in taking pictures of witnesses outside the courtroom. The decision held that denial of due process of law was the paramount issue. Mr. Murphy's counsel had contended that taking of film outside the courtroom was privileged under constitutional rights of freedom of the press. Mr. Murphy, Judge Rudd charged, had ignored an order to destroy the film, which later was telecast by WTVJ [B•T, March 11].

TRUSCON STEEL TOWERS

help keep your Sports Shows on the air

This tower stays up . . . WEATHER or not! Truscon Steel Towers have proved more than a match for the recent severe East Coast hurricanes. That kind of performance is typical of 1000-foot-plus Truscon Towers with an unblemished field-performance record.

Truscon offers the top talent in tower construction—engineers with the skill and experience needed to give you the tower you want—tall or small—guyed or self-supporting—tapered or uniform in cross-section—for AM, FM, TV or Microwave transmission.

Dependability is extra assurance on a *major* investment! Get it by contacting any Truscon district office. Or, call us direct at "tower headquarters" in Youngstown. Send coupon for literature.

STATION KTBS-TV at Shreveport, Louisiana is 1153 feet tall.

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL
YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street, Youngstown 1, Ohio

Please send me latest catalog showing specifications and other details of Truscon Steel Towers.

Name_____ Title_____

Company_____

Address_____

City_____ Zone____ State_____

C-3024

INVEST

YOUR TV DOLLARS

WHERE THEY BRING LARGER DIVIDENDS

The latest NIELSEN SURVEY *proves* that KTBS-TV, CHANNEL 3 gives you *more* . . . more TV homes . . . reaches more of these TV homes MONTHLY and WEEKLY . . . delivers more for your money.

316,400 HOMES in KTBS-TV Area give you a bonus of 31,900 homes over Station B, according to A. C. Nielsen Co., world's largest statistical and rating organization.

157,980 TELEVISION HOMES in KTBS-TV AREA, a bonus of 13,120 over Station B, is shown by the Nielsen Survey.

136,860 HOMES REACHED MONTHLY by KTBS-TV, a bonus of 6,740 over Station B, proven by Nielsen.

131,870 HOMES REACHED WEEKLY by KTBS-TV, a bonus of 5,120 over Station B is shown by Nielsen.

KTBS-TV with its maximum power is the place to be . . . *there's more* to see on Channel 3 . . . and *more people* see it!

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

TIME SHUFFLES STATION EXECS

A SHIFT in the executive echelon of Time Inc.'s radio-tv properties was announced last week coincidentally with the formal closing of Time's $15,750,00 purchase of three radio-tv properties from Consolidated Tv & Radio Broadcasters Inc. (Bitner stations). FCC has approved the sale [B•T, April 22].

Stations are WTCN-AM-TV Minneapolis, WOOD-AM-TV Grand Rapids, Mich., and WFBM-AM-TV Indianapolis. Time Inc., which publishes *Time, Life, Fortune, Sports Illustrated, Architectural Forum,* and *House and Home* magazines, also owns KLZ-AM-TV Denver and 80% of KDYL-AM - FM and KTVT (TV) Salt Lake City.

The executive changes, which came with the signing Wednesday of closing papers by Weston C. Pullen Jr., vice president in charge of broadcasting operations for Time Inc., and Harry M. Bitner Jr., president of Consolidated, included:

Wayne Coy, former FCC chairman and who in partnership with *Time* previously owned KOB-AM-TV Albuquerque (which has been sold for $1.5 million to KSTP Inc., Minneapolis-St. Paul), was appointed president of WTCN-AM-TV and WFBM-AM-TV with headquarters at WFBM.

Eldon Campbell, consultant and formerly associated with KDYL, was named vice president and general manager of WFBM-AM-TV.

Phil Hoffman, formerly station manager of KLZ-AM-TV, was appointed WTCN-AM-TV's vice president and general manager. Miller C. Robertson continues as manager of WTCN-AM-TV.

Willard Schroeder will continue as president and general manager of WOOD-AM-TV.

With Mr. Hoffman moving to Minneapolis, new changes were made at the Denver stations: Jack Tipton for KLZ-TV and Lee Fondren for KLZ-AM become station managers and directors of sales and Clayton Brace, program manager of KLZ-TV, was made assistant to President Hugh B. Terry (See STATION PEOPLE page 112.)

CAMPBELL HOFFMAN ROBERTSON SCHROEDER

G. Bennett Larson, who holds a minority interest in KDYL-AM-FM and KTVT, continues as the stations' president and general manager.

Purchase of the Bitner properties was negotiated last December, contracts completed in February after Consolidated stockholders' approved and FCC's approval of the sale was announced in April.

Roy E. Larsen, president of Time Inc., announced that licenses and ownership had been transferred to TLF Broadcasters Inc. a newly-formed subsidiary of Time Inc. The new stations will operate under TLF's control.

Mr. Larsen also said the present network affiliations of the new stations will be retained (WTCN-AM-TV with ABC; WFBM-TV with NBC; WFBM with ABC-MBS; WOOD-AM-TV with NBC; KLZ-AM-TV with CBS, and KDYL and KTVT with NBC.)

WESTON C. PULLEN (l), vice presi[illegible]t in charge of broadcasting operations for Time Inc., presents a check to Harry M. Bitner, chairman of the board of Consolidated Television & Radio Broadcasters Inc., marking the sale of the Consolidated stations to TLF Broadcasters Inc., newly formed subsidiary of Time Inc. Present at the transfer (standing) were Harry M. Bitner Jr. (l), president of Consolidated, and Wayne Coy, Time Inc. radio-tv consultant, who will serve as president of the Indianapolis and Minneapolis stations.

WGN Inc. Elects Quaal To Board of Directors

ELECTION of Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, to the board of directors of WGN Inc. was announced last week by J. Howard Wood, president of the *Chicago Tribune* radio-tv properties.

At its annual meeting the board re-elected James A. Cotey as treasurer; F. J. Byington, secretary; R. F. Stephens, assistant secretary, and J. J. Jameson, auditor and controller.

Mr. Quaal, formerly vice president of Crosley Broadcasting Corp. radio-tv properties, assumed the general manager's post at WGN-AM-TV Aug 1, 1956. Subsequently he was elected vice president of WGN Inc. and to the board of directors of WPIX Inc. (WPIX [TV]) New York.

Henry Rosenfeld, President of Henry Rosenfeld, Inc., asks:

"Which model has the most dates?"

"One of these models has kept only one date – the other, over 50,000!

"On the left is the one-date model – the original, hand-made, custom-designed 'Henry Rosenfeld dress #5026.' Its only date was our Spring showing.

"On the right is a copy. The dress caught on, became a 'hot number' and we had to deliver it – fast! Thousands of copies were shipped to hundreds of stores – without missing one date – thanks to Air Express.

"Buyers all over the country, knowing how much we ship via Air Express, planned their promotional programs and sales with no fear of a hitch.

"Using Air Express, we regularly meet the fierce competition of the fashion business. And we save money doing it!

"For example, a typical 15-lb. shipment from New York to Richmond, Va., costs $3.23 with Air Express – $3.82 less than any other complete air service.

"What's more, Air Express uses radio-controlled trucks to rush our shipments to and from airports – and, whenever necessary, a private teletype system to trace shipments instantly."

Air Express

30 YEARS OF GETTING THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

SOD-BUSTERS break ground for WHDH-TV Boston's new tower. L. to r.: Robert B. Choate, WHDH president; Philip K. Baldwin, chief engineer; Jack O'Brien, RCA northeastern regional manager; William B. McGrath, WHDH vice president, and Sidney W. Winslow Jr., president of the Herald-Traveler Corp. Boston's fourth vhf outlet is expected to be on the air on ch. 5 before Christmas.

DATELINES OF THE WEEK

KANSAS CITY—At seven p.m. on May 20 the area was quiet; by midnight at least 35 were dead and 200 injured in the wake of Tornado Killer, which flattened nearby suburbs and turned homes and stores into wreckage.

Early warnings of the storm's path by KMBC-AM-TV Kansas City enabled hundreds of families to seek shelter in basements or escape from the threatened area, the station reports. When the storm hit, all off-duty personnel at the station reported in, and bulletins were relayed from police, civil defense and military authorities to help mobilize rescue operations.

Jim Burke, special events reporter, covered the area for eye-witness reports. With electric power cut off in the devastated areas, the station flashed requests for portable lighting equipment so wreckage could be searched for victims. Hospital requests calling in off-duty staffs were aired. Civil defense and National Guard units used broadcast facilities to mobilize their companies.

As the night wore on, cameraman Charles Campbell began feeding in films, and on-the-scene descriptions pictured for listeners the extent of the devastation. News of dead and injured was aired, with information as to the ways to get to first aid stations.

At midnight Gov. James T. Blair Jr., declared the path of the big wind a disaster area, and the National Guard took over the restricted sections. KMBC-TV presented a wrap-up of the situation at midnight; radio newsmen aired reports until 2 a.m., when authorities declared the emergency under control.

With dawn newscasts, Operation Comeback began. Kansas City Mayor H. Roe Bartle and Lyman Field, president of the city police board, broadcast a personal report of the tornado's damages. Cameramen Bob Lusby and Jack Hartley began a film survey of the whole story, providing coverage for theatre newsreels and ABC-TV. Tuesday's coverage was interspersed with pleas for contributions to the Red Cross for disaster aid.

On Wednesday night KMBC-TV broadcast an exclusive interview with Gov. Blair, who requested President Eisenhower to declare the section an emergency area and make $25 million available for rehabilitation. KMBC devoted commercial time, with the cooperation of sponsor Schlitz Brewing Co., to appeals for contributions to the Red Cross' million-dollar goal for family relief.

First warnings of the approaching tornado were broadcast over WHB Kansas City at 10:30 a.m., 10 hours before the storm hit, the station reported. WHB's forecast, supplied by a private weather service, was on the air a half-hour before the U. S. Weather Service supplied its forecast. With in-the-field broadcasts, hospital reports, relief bulletins and safety announcements, WHB claimed complete coverage.

When the storm had blown itself out, WHB said it was the first to start an emergency fund drive to aid tornado disaster victims. In 36 hours, $15,110 in cash and checks was collected. The contributions, small sums from many people, will be distributed by the Salvation Army in conjunction with the station.

A letter received by the station at the end of the week personalizes the station's work during the tornado. Mrs. Leo Robinson, driving from Kansas City to her home in Iola, Kan., wrote that she and her son heard WHB tornado warnings on their car radio, turned to look through the rain, and saw the funnel-shaped storm behind them. Putting on speed, they were able to beat the storm, and wrote that they felt they owed their life to the WHB warning.

ST. LOUIS—A big wind struck St. Louis the night of May 21, flattening two suburbs and leaving 39 dead and almost 300 injured. All communications were knocked out in most of the outlying areas. KMOX St. Louis worked with area ham operators to set up a communications line. Throughout the night they fed KMOX bulletins into the area, received messages back and kept in contact with the Red Cross. Harry Fender, late-evening disc jockey, got people out to work sandbagging flooded sections in south St. Louis; from 1:30 a.m. on Lou Payne relayed disaster messages.

After the brunt of the storm had passed, St. Louis waited anxiously for news of another approaching storm. KMOX, receiving reports from stringers in other states on the path of the storm, kept listeners informed and finally was able to broadcast that the tornado had veered away and would not hit the city.

PHILADELPHIA—Listeners to WCAU Philadelphia got mile-by-mile reports of Air Force Major Robinson Risner's record-breaking trans-Atlantic flight from Maguire Air Force Base to Paris' LeBourget field. Beginning with a 5:15 a.m. telephone conversation with Maj. Risner at Maguire, the station was in touch with the field every half-hour. Six and a half hours after takeoff, WCAU was broadcasting a phone call capturing the preparations for the major's landing in Paris and airing the story 13 minutes before the wire services picked it up.

PLYMOUTH — This small Massachusetts town, eagerly awaiting the arrival of the *Mayflower II*, turned into a disaster area when a three-day forest fire roared through the surrounding countryside. WPLM Plymouth stayed on top of the news with all-night coverage for two days broadcasting evacuation notices and calls for food for the fire-fighters. News reports were broadcast through southern Massachusetts every 15 minutes, with telephone reports going to 30 stations in 26 states.

LOS ANGELES — Clete Roberts, KNXT (TV) Los Angeles newsman, left for Paris last Wednesday to cover various European capitals for the station. His filmed public opinion samplings will be seen on his two news shows during his absence. It is Mr. Roberts' second trip abroad this year.

LONG ISLAND — With national attention focused on Long Island, where seven-year-old Benny Hooper was trapped in a well more than 24 hours, WALK-AM-FM Patchogue and WRIV Riverhead worked around the clock to keep stations across the country posted. Hal Fisher, news director of the three stations, was on the scene with

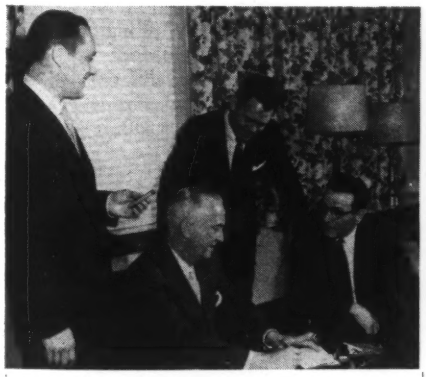
reporters Dick Burke and Frank Mooney and sent beep telephone reports on a regular basis to more than two dozen stations.

PHILADELPHIA—WIP brought on the scene reports of the vigil surrounding Benny Hooper to its audience, broadcasting first-hand accounts from Long Island police and neighbors of the family as well as relaying information from WRIV Riverhead, L. I., which had reporters on the scene.

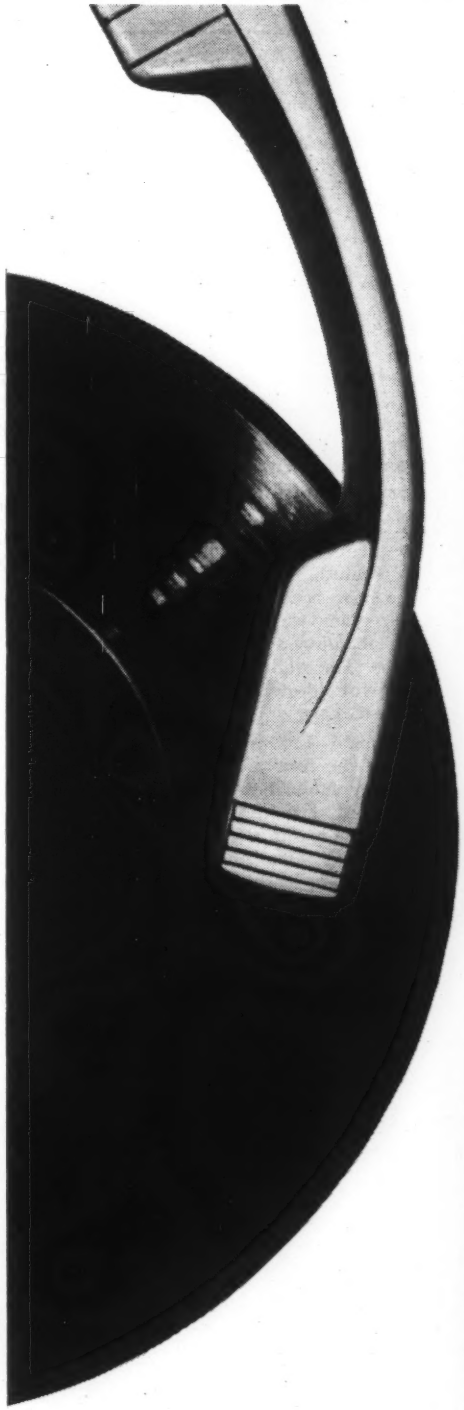
PITTSBURGH—KDKA newsman John Kulamer flew to Manorville, L. I., to send direct-line reports on the rescue of Benny Hooper. Unable to maintain phone contact with Long Island police, the station used a private plane to get its newsman to the scene.

NEW YORK—WCBS-TV claimed a clean beat for the first on-the-air interview with Sam Woodson, the lanky construction worker who was the first to reach young Benny Hooper. Mr. Woodson described how he was pulled heels first out of the well with the child pillowed on his chest.

TULSA—In the west, weather was the news. KRMG went on a 24-hour schedule as the city was hit by what was said to be the worst flood in its history, May 17. Four cars equipped with two-way radios and an "airmobile" were pressed into service, along with the station's regular newsmobile. Station salesmen worked along with staffers on the six mobile units, broadcasting from danger points along the Arkansas River, stopping occasionally to aid National Guardsmen in sandbagging danger areas. The evacuation of some 1,800 families, including that of Station Manager Frank S. Lane, was covered by the mobile units, with the airmobile reporting the movement of the water from the upper reaches of the



KNOXVILLE, Tenn., became the 32nd market for *Your Esso Reporter* with the signing of a 52-week contract on WATE-TV that city. The 15-minute, 5-day-a-week newscast was placed for Esso through McCann-Erickson. Completing contract arrangements are (l to r) Wally Rush of Esso, New York; Curt Peterson of McCann-Erickson; Tom White of Avery-Knodel, national representative for WATE-TV, and W. H. Linebaugh, vice president of WATE Inc. and general manager of the station.



To Program Managers and Disc Jockeys: Here's the lowest-cost Music Library Service anywhere—

RCA CAMDEN'S RADIO ALBUM SERVICE FOR 1957...

$25 FOR 36 L.P.'s AND 12 EP's!

featuring such great recording artists as...

★ TOSCANINI
★ DINAH SHORE
★ GUY LOMBARDO
★ ARTHUR FIEDLER
★ FREDDY MARTIN
★ WAYNE KING
★ SAMMY KAYE

Subscribe now to RCA Camden's album service for radio stations...and get the top artists on a regular basis. Each and every month you'll receive three newly-pressed 12" Long Plays and one 45 EP. The small $25 charge entitles you to the entire 12-month 1957 series.

Subscribe today. You'll immediately receive all the 1957 releases issued to date. Then, monthly, you'll get your regular Three Long Play—One EP package.

Contact your RCA Camden—RCA Victor record distributor now. If you don't know his name, write us direct at 155 East 24th Street, New York 10, N. Y. Then watch your library—and your audience—grow!

RCA CAMDEN
A PRODUCT OF RADIO CORPORATION OF AMERICA

Sir Seven
SERVETH
North Central Wisconsin
on
WSAU-TV

A TEMPTING DISH FOR ADVERTISERS COMPRISED OF THE BEST INGREDIENTS . . . . . .

*Here is the recipe:**

Mix 171,000 HOMES with $567,064,000 RETAIL SALES.

Add $207,408,000 in GROSS FARM INCOME.

SERVES: 540,420 pop.

YOU CAN BUY *ALL* THESE INGREDIENTS AT YOUR LOCAL MEEKER CO. OR HARRY HYETT STORE.

DO IT TODAY!!

*SOURCE: 1956 SRDS ESTIMATES of Consumer Markets.

wsau-tv
WAUSAU, WIS.
OWNED AND OPERATED BY
WISCONSIN VALLEY TELVISION CORP.

river. Normal operation was resumed last Monday when flood waters subsided.

MONTGOMERY—Bob Jones, night newsman at WSFA-TV, kept a would-be-suicide on the phone for more than a half-hour on May 13 while police traced the call. The caller had announced he planned to kill himself at midnight on a downtown corner. Station photographer Tom Collins called the police, went with them to make the arrest after they traced the call to a local club. A little more than an hour later, Mr. Jones had the story on the 10 p.m. news, complete with films of the arrest.

Searchers End Wyoming Hunt For Downed Duluth Broadcaster

ACTIVE search for Dalton LeMasurier, president-general manager of KDAL-AM-TV Duluth, Minn., and Mrs. LeMasurier, who have been missing since May 11 when their plane was lost in a Wyoming storm, was abandoned last week by Wyoming officials. The station has offered a $2,500 reward for information leading to location of the wreckage.

Donald LeMasurier, of Duluth, eldest son of the couple, still is in Wyoming seeking any facts that might help in a search that has involved over 50 planes, the Wyoming National Guard and the state highway patrol. The plane is believed to have been caught in three storms that converged on the route.

An experienced pilot, Mr. LeMasurier had made the trip across Wyoming a score of times. In recent months he had been in Florida, at the NARTB Chicago convention and in Duluth looking after station interests. He visited his younger son, Ronald, Pasadena (Calif.) actor, and daughter, Mrs. Stephen Collins, El Paso, Tex., during the spring.

Management of KDAL-AM-TV is being directed by Odin S. Ramsland, vice president-commercial manager and 10% stockholder. Mr. LeMasurier, 70% stockholder, had directed policy with Mr. Ramsland's duties including operating direction. Mr. LeMasurier was a minority stockholder in WIRL Peoria, Ill.

The search for the plane was hampered by what state officials called the worst weather in Wyoming history. They indicated the plane might not be found before mid-summer because of the depth of the snow.

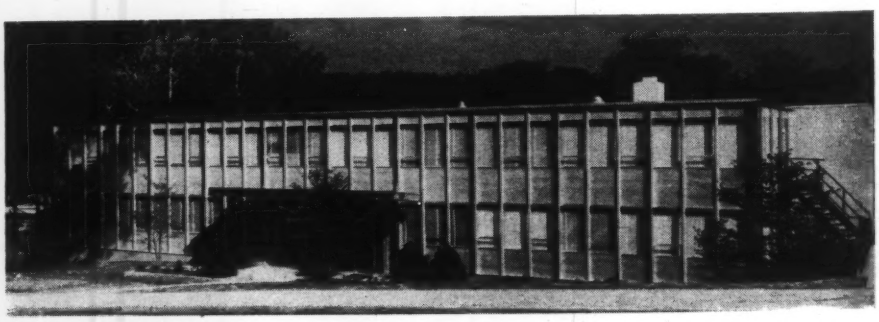
WOR New York Planning Drastic Daytime Revision

WOR New York is set to implement an extensive revamping of its daytime programming starting June 3, highlighted by hourly news-in-depth broadcasts and a two-hour afternoon program featuring high-fidelity music, spot news, weather forecasts, sports, stock market news and commuter information.

Robert J. Leder, vice president and general manager of the station, said the new programming structure is based on "intensive study of audience activities." Mr. Leder noted that because of the new Mutual Network plan, WOR, its New York affiliate, will be "able to combine the program flexibility of an independent station with the outstanding news and special events facilities of Mutual."

DuMont Promotes Three

EXPANSION of duties for three executives currently on the staff of WNEW New York to include functions of DuMont Broadcasting Corp., new owner of WNEW, was announced Thursday by Bernard Goodwin, DuMont president. David Yarnell, publicity director for the station, moves up to director of public relations for DuMont Broadcasting, coordinating all publicity activities for the present lineup of three stations: WABD (TV) New York, WNEW New York and WTTG (TV) Washington. Others moving up to parent DuMont are Mary McKenna, research and sales development director for WNEW, and Kenneth Klein, advertising director. They will retain their present titles.



WBIR-AM-TV Knoxville, Tenn., held open house last week in its new headquarters at 1513 Hutchinson St. The new plant, with its pink marble, glass and aluminum exterior, was built at a cost of more than $250,000, and houses complete operational facilities for radio-tv production. Visitors saw a first floor devoted to tv, with two large studios for live production. One of these features is a sliding door which can be raised to extend the studio to the out-of-doors. The first level also includes tv administrative offices. Radio takes over the second floor, where visitors saw studios, control rooms, administrative offices, and a viewing lounge where they could watch activity in the tv studios.

Radio (4%), Tv (6%) Revenue Hikes Seen

INCREASES of 4% in radio station and 6% in television station revenues are anticipated in 1957 by broadcasters, according to a survey conducted by Charles H. Tower, NARTB employer-employe relations manager. The survey showed that radio operating costs are expected to rise 1%, television costs 3% over 1956.

President Harold E. Fellows, announcing preliminary results of the study, said the estimates were based on data from 600 radio and nearly 200 tv stations. Networks and their owned-operated stations are not included, nor are stations in territories and non-commercial outlets.

An improved profit picture is shown by the higher increase in revenues as against costs. Three-fourths of broadcast stations believe their sales will increase while one-half look for higher costs.

Radio business in markets under 100,000 population will increase 3%, a little under the nationwide average, but little change is anticipated in operating costs, the survey shows. In larger markets the radio station increase will run from 5% to 6%, with a 1% to 2% increase in costs.

Four-fifths of tv stations look for sales improvement and two-thirds expect higher costs. In markets under 100,000 tv stations look for a 12% revenue gain, possibly due to the fact many of these outlets are still in the initial growth stage. Many small-market tv managers expect increased income from national advertisers. Large-market tv stations expect a 4% revenue gain.

As to station revenue sources, NARTB shows these forecasts: Radio Network time sales no significant change, national-regional up 5%, local sponsors up 3%; television network time sales up 9.7%, national-regional up 7%, local up 4.7%.

KODY Sells for $210,000

SALE of KODY North Platte, Neb., was filed for approval with the FCC last week.

KODY Inc. will be the new permittee, paying John Alexander, George B. Dent Jr. and Townsend E. Dent $210,000 for the station. The new co-owners are Judith Scofield, insurance broker, and Hartley Samuels and his wife. Mr. Samuels is owner of WDLB-AM-FM Marshfield, Wis., former general manager of WABC New York and account executive of WOR New York and presently account executive at WINS New York.

WMNS Goes on the Air

WMNS Olean, N. Y., went on the air last Monday on 1360 kc as a 1 kw daytimer. Associated with the station are: Don Merriman, president and general manager; Dr. Herman Morch, vice president; Robert Gridley, secretary; Dan Souders, treasurer; Dan Bethell, program director; Ed Neilson, news director, and Rick Bennett, assistant manager-afternoon DJ.

A Leopard can't change his spots . . . but SPONSORS CAN!

The SESAC Transcribed Library Makes the difference

because . . .
It's a proven revenue producer.

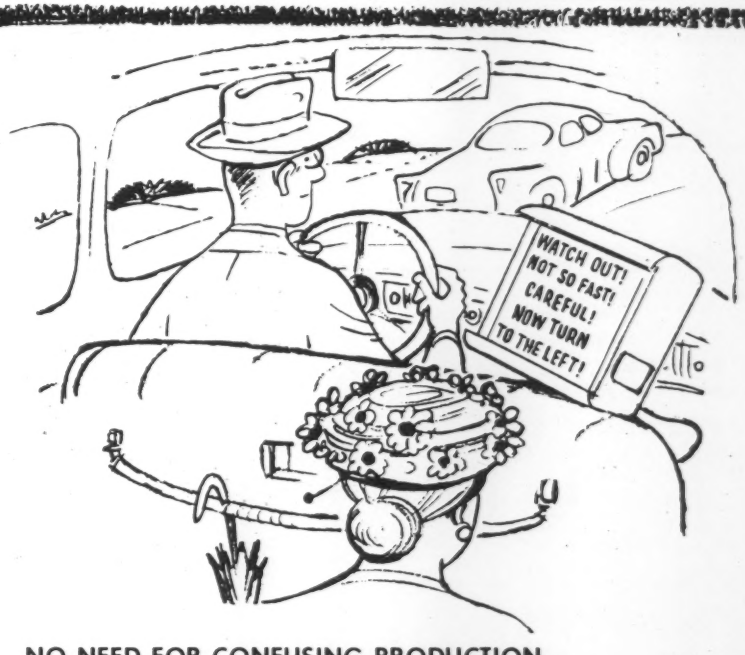
because . . .
Its distinctive repertory performed by top talent attracts and holds the audience your clients want to reach most.

A complete Program Service available in its entirety or in sections at low monthly cost

Write Now
The Sooner the Bigger—Audience!

SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.



NO NEED FOR CONFUSING PRODUCTION CUES...INCORPORATE SAME ON THE NEW TELEPROMPTER MOD V* AND ROLL 'EM!

*Patents Pending

TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, V. Pres. Sales JAMES BLAIR, Eqpt. Sales Mgr.
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

TELEPROMPTER SERVICE

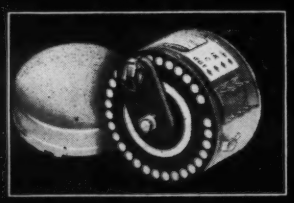
MEAN TEMPERATURE

The Central Ohio market has a mean temperature of 53.6°, but don't let that throw you — it's the hottest market going when it comes to sales. It has $2,739,749,000 to spend. Pulse places WBNS Radio first in any Monday-thru-Friday quarter-hour, day or night, and that's no mean fact. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

DAVEN

ATTENUATORS...



THE STANDARD

IN AM, FM & TV

STATIONS THROUGHOUT

THE WORLD!

Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

Kerns to Manage WPFH (TV); Baxter Moves to WIBG-AM-FM

J. ROBERT KERNS has been appointed managing director of WPFH (TV) Wilmington, Del., it was announced last week by George B. Storer Jr., vice president for television of the Storer Broadcasting Co.

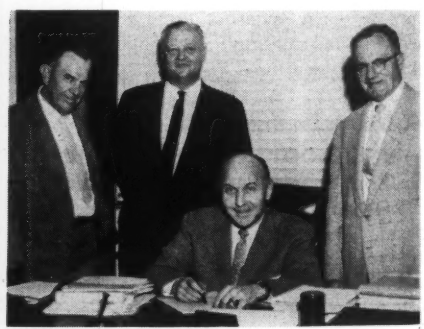
At the same time, William E. Rine, Storer vice president for radio, announced the appointment of Lionel Baxter as managing director of WIBG-AM-FM Philadelphia. The

MR. KERNS MR. BAXTER

three stations, recently purchased from Paul F. Harron and associates, are the latest additions to the Storer galaxy.

Mr. Kerns has been associated with Storer Broadcasting for 18 years, most recently as managing director of WBRC-TV Birmingham, Ala. Under his aegis, WBRC-TV received a Sylvania award for public service, and was the first tv station in the country to receive a Defense Department Award, it was claimed.

Prior to his new assignment, Mr. Baxter was managing director of WBRC-AM. Before joining Storer, he was vice president-general manager of WSFA-TV Montgomery, Ala.



PRINCIPALS involved in the transfer of WDBO-AM-FM-TV Orlando, Fla., from Orlando Broadcasting Inc. to Cherry Broadcasting Co. completed final arrangements May 17. Present at the closing were (l to r): J. Thomas Gurney, vice president-secretary of Orlando Broadcasting; Harold P. Danforth Sr., president of the Orlando group; Arnold F. Schoen Jr., vice president-secretary of Cherry Broadcasting Co., and William H. Goodman, secretary-treasurer of the new licensee corporation. Mr. Danforth will continue as general manager of the station. No staff changes are contemplated.

Weed Springs to Defense Of Radio-Tv Commercials

HARD on the heels of the Federal Trade Commission's indictment of American Chicle's Rolaids commercials and Schick Inc.'s $5 million suit against rival Remington-Rand [B•T, May 20] comes a defense of radio-tv commercials and an attack on their detractors.

In a personal message last week to his clients, Joseph J. Weed, radio-tv station representative, charged that too many broadcasters have been "baited" into apologizing for their wares by heads of competitive media.

The head of Weed Television Corp. and founder of Weed & Co. admitted that while there are some "very bad" commercials on the air, "no one knows better than advertisers and agencies that offending [of] listeners and viewers doesn't pave the way to mass acceptance of sponsors' wares." As in all media, Mr. Weed went on, "absolute uniformity is impossible."

Enlarging upon his thesis that the critics of television do not speak for all viewers, Mr. Weed said later that those who "deplore" certain commercials speak only for a small minority—perhaps at best only themselves and their friends. The ultimate decision, he said, rests with the home audience who casts its vote by buying or not buying the sponsor's product. He wondered why broadcasting is singled out so often while print advertising found to be in bad taste by a small segment of the readers isn't "talked about."

Ruff Succeeds Schildhause In Managership of KOMA

THE appointment of Raymond Ruff, commercial manager of KTOK Oklahoma City, as manager, KOMA Oklahoma City, was announced last week. Mr. Ruff succeeds Sol Schildhause, who has sold his interest in the station and withdrawn from the operation.

MR. RUFF

Mr. Ruff was with KOMA from 1937 to 1953, serving in various capacities up to assistant manager of the station. He became commercial manager of the now defunct ch. 25 KTVQ (TV) Oklahoma City in 1953 and in 1954 joined the commercial department of KDKA Pittsburgh, returning to Oklahoma City in July 1955 to become associated with KTOK.

Mr. Schildhause, who left the FCC (where he was chief of the renewal branch, Broadcast Bureau) last year to assume the managership of KOMA, said he had sold his 14.25% interest to Meyer Feldman, one of the five partners, for $42,500 plus other arrangements. He paid $25,000 for this interest when he joined the company. He said he is looking for other broadcast property in which to invest.

Besides Mr. Feldman, other KOMA owners are Burton Levine, Arnold S. Lerner and Donald Rubin.

STATION SHORTS

KSFO San Francisco, announces local volume for April increased 41.7% over April 1956. National sales increased 72.7% over same period of 1956. This represents overall increase of 51.4% for April 1957 over that month in 1956.

KFMB San Diego, announced 77% increase in national business for first quarter this year over same period in 1956. New figures reportedly are 141% over first quarter of 1955.

REPRESENTATIVE APPOINTMENTS

WHCU Ithaca, N. Y., appoints Jack Masla & Co., N. Y.

WJAR-AM-TV Providence, R. I., appoints Edward Petry & Co., N. Y.

KCBC Des Moines appoints Devney & Co., N. Y.

KATR Corpus Christi, Tex., appoints Weed & Co., N. Y.

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956 % PENETRATION OF COUNTIES IN COVERAGE			
WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Bonanza to Continue For Electronic Parts

NOTWITHSTANDING distributors' complaints of lower profit margins, the electronics parts industry faces a continued bonanza for initial and replacement equipment.

That was the consensus of exhibitors and distributors at the 1957 Electronic Parts Distributors Show at the Conrad Hilton Hotel in Chicago last week. Attendance reached an all-time high of over 12,000. The exposition is sponsored annually by Radio-Electronics-Tv Mfrs. Assn., National Electronic Distributors Assn., and other trade groups. Last week was proclaimed Electronics Week in Chicago by Mayor Richard J. Daley.

Distributors' interest in replacement parts was exceeded only by their enthusiasm for new high fidelity and other products shown by major manufacturers, including new developments in the makeup of magnetic tape involving lastability.

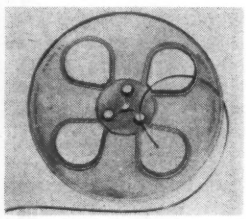
The total volume of the parts business last year was estimated at $1.5 billion for new equipment and another $850 million for components.

The show got off the ground with an advance announcement by Allen B. DuMont Labs Inc. that it plans to enter the receiving tube field in radio, tv, communications and industrial electronics [B•T, May 20].

Capsuled highlights of some manufacturers' parts-and-accessories exhibits:

• RCA—Three new portable radio battery types, including one for use in imported models; automatic tube for servicemen; eight-inch dual-cone high fidelity speaker for custom "hi-fi" installations (with the claim of "superior high frequency response") and speaker enclosure; two new generators for servicemen, including one for tv-fm.

• Audio Devices Inc.—New low-print magnetic "Master Audiotape" designed to avoid signal leakage from one layer to another on a reel of tape and to solve storage, plus "C-Slot" reel for easy threading, thus eliminating the need to turn the reel or anchor the tape.



• Shure Bros.—Three new products, including a multi-impedance microphone and one-gram cartridge and tone-arm.

• University Loudspeakers Inc.—"Do it yourself" speaker enclosure kits for high fidelity, with the claim that performance no longer is affected by room configuration or placement.

RCA's tv-fm generator provides sweep signals for aligning fm, tv, if and video amplifiers from 50 kc to 220 mc. The video sweep is an essential feature of the generator for aligning chromatic sections of color tv receivers, it was pointed out by L. J. Battaglia, marketing manager for the RCA Components Div. The second unit, the crystal calibrated marker generator, is a three-in-one unit, including a transmitter for rebroadcast from one tv channel to another and a heterodyne frequency meter for calibrating other generators and circuits.

Audio Devices' new magnetic tape has been tested for over a year by pre-recorded tape and phonograph record manufacturers and is now in production, according to William C. Speed, president.

Its major advantage, he reported, is that it would take more than a hundred years to reach the "print-through" (point of leakage) that now affects standard tape in one week. It's designed to ease the concern of record and transcription service officials over the state of their irreplaceable tape masters after 10, 20 or 50 years.

Reduction on leakage, amounting to 8 decibels as compared with present standard thickness tape, was achieved without any changes in frequency range, signal-to-noise ratio, and other characteristics and is interchangeable on recording machines with standard tape Mr. Speed said. Audio Devices' new "C-Slot" reel is being used for all seven-inch reels of Audiotape.

Ampex to Sell Debentures To Purchase 25% of ORRadio

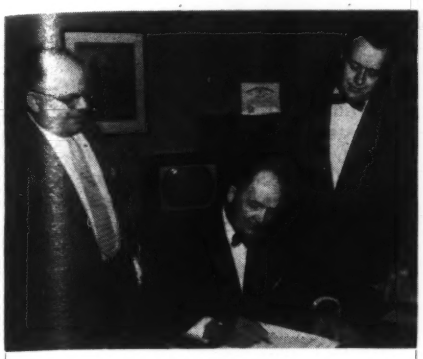
COMPLETION of negotiations for the sale of $5.5 million of 5% debentures to a group of approximately a dozen Eastern institutional investors, was announced Thursday by George I. Long, president of Ampex Corp. Blyth & Co. will handle the sale, which is to raise funds for the company's expanding operations. One of these is the acquisition by Ampex of a 25% interest in ORRadio Industries, announced jointly by Mr. Long and J. Herbert Orr, ORRadio president.

A team effort by engineering and research departments of the tape maker (ORRadio) and recorder manufacturer (Ampex) will be directed toward improving the quality of magnetic recording tape for video, computer and instrumentation use.

DuMont Labs Announces Line Of Industrial Tv Equipment

ALLEN B. DuMONT LABS has announced a complete line of industrial television equipment designed to satisfy the demands of every application of closed-circuit tv, according to Kenneth F. Petersen, manager of the firm's industrial television department. The complete line, according to Mr. Petersen, is expected to be in the hands of local distributors throughout the nation by July. These distributors will be equipped to plan, install and service every type of ITV system.

Two models of videcon camera equipment in two price ranges will be offered. According to Mr. Petersen, completely installed ITV systems utilizing the self-contained TC-100 camera are available at about $2,000 while a system containing the deluxe TC-200 camera equipment is approximately $3,500. In describing the line, Mr. Petersen emphasizes that all accessories and components are fully integrated in the systems and are interchangeable for use with either camera chain.



LES JOHNSON, vice president-general manager of WHBF-TV Rock Island, Ill., signs a $350,000 contract with RCA for new television equipment, to include a new RCA maximum power, low-band color transmitter and a 1,000-foot Ideco tower. Looking on are (l to r): Bob Sinnett, WHBF-TV chief engineer, and F. A. Timberlake, RCA sales engineer.

The tower, standing 1,776 feet above sea level, will have a passenger elevator running to the base of the antenna to facilitate servicing of lights and other equipment. The station claims that the tower will be the highest point in the state, expanding coverage to five additional cities in the area. The new facilities are scheduled for completion late this year.

Emerson Division Names Three Vice Presidents

EMERSON Radio & Phonograph Corp. government electronics division has named three new vice presidents, according to M. P. Rome, vice president and general manager of the division. The appointments are: Dr. Werner F. Auerbacher, divisional vice president for engineering and manufacturing; Dr. Donald L. Burcham, divisional vice president for Emerson Research Labs., and George Rappaport, divisional vice president for marketing.

Dr. Auerbacher formerly was director of engineering and manufacturing of the division. Previously he had been chief engineer of Pilot Radio Corp. Dr. Burcham has been director of Emerson Research Labs. Prior to that he had been deputy chief, Guided Missile Fuze Labs of Diamond Ordnance Fuze Labs. Mr. Rappaport formerly was director of special projects for the Emerson division.

Columbia Records Acquires Bell & Howell Console Line

COLUMBIA RECORDS Inc., has acquired the complete high fidelity radio-phonograph console line of Bell & Howell, both companies announced jointly last Monday, with tne sale effective immediately.

Each will continue to manufacture and sell its own tape recorder line. Only B & H's six phonograph and phonograph-radio-tape recorder combinations were involved in the transaction. The sale was announced by Charles H. Percy, president of Bell & Howell,

In 1956, TOWER supplied over one hundred major Microwave installations

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

with Towers, Reflectors and Buildings

tower fabricators and erectors the world over

TOWER CONSTRUCTION CO.
SIOUX CITY IOWA

WRITE TODAY FOR FREE BOOKLET

TOWER CONSTRUCTION CO.
2700 Hawkeye Dr., Sioux City, Iowa
Please send me FREE copy of "Aluminum Reflectors"
Name_____
Firm_____
Address_____
City_____ State_____

and Goddard Lieberson, president of Columbia Records Inc.

Mr. Percy said his company plans to "devote capital, manpower and facilities to the expanding requirements of its photographic and tape recorder lines." Magnetic products will remain an important part of B & H's electronic engineering, manufacturing and marketing programs, with expanded distribution, he added.

Columbia hopes to expand its hi-fi phonograph line with B & H instruments now sold by leading music stores, according to Mr. Lieberson, and will assume servicing of its consoles held by dealers and consumers. The Columbia phonograph line now ranges between $29.95 and $1,800.

The B & H high fidelity line purchased by Columbia ranges from $595 to $1,800 and there will be no interruption in producing, selling and servicing units.

General Precision Stock Offer

GENERAL Precision Equipment Corp., New York, has asked the Securities & Exchange Commission's approval to offer 194,200 shares of cumulative convertible preference stock ($50 liquidating value) which the firm wants holders of its common stock to subscribe to on the basis of one new preference for each six common. Holders of the corporation's present $1.60 cumulative convertible preference stock may subscribe at the rate of one new preference for every nine $1.60's. Dividend rates of the new shares will be filed with SEC later.

"GEE! Let's try that toothpaste!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching.* For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Music Fee Adjustment Sought by Fm Group

AN INVITATION to all fm station managers and the operators of special services, such as fm background music, to join Fm Development Assn., was extended last week by R. L. Brazy, KFMU (FM) Los Angeles, president of FMDA.

The invitation was issued as part of the association's campaign to secure a "fair" schedule of fees from ASCAP.

FMDA's goal, Mr. Brazy stated, is to secure from ASCAP for background music services rendered via fm the same sort of licenses which are now given to fm broadcasters for their home service. These station licenses, Mr. Brazy explained, call for 2.25% of the station's gross income for a commercial license or $1 a year for a sustaining license, and are easy to compute with a minimum of bookkeeping on the broadcaster's part.

In contrast, he said, the ASCAP license for background music is based on a method of charging fees for each location. This system, originally negotiated with MUSAC for its wired music service, called for minimum payments of $26 per location per year or 6% of the revenue collected from the subscriber by the music service, whichever should be greater. Since this scale was established some six years ago, fm has entered the background music field in a big way.

In 1955, Mr. Brazy said, ASCAP asked for an increase in its minimum fees from $26 to $60 a year, plus extra payments for each speaker and each floor of a multifloored building. In addition ASCAP attempted to establish an elaborate system of charges whereby an installation in a doctor's office would have a different fee than one in a restaurant, with still different fees for factories and all other types of background music users, he said.

"The bookkeeping alone would be prohibitively expensive under such a system," Mr. Brazy said, "So FMDA appointed a committee with William B. Coskey of WPEN-FM Philadelphia as chairman to enter into negotiations with ASCAP for a music license basis comparable to that which we have as station operators."

Mr. Caskey's committee, whose other members are Frank Knorr, WPKM (FM) Tampa and Mr. Brazy, has met with ASCAP representatives who told them that by June 1 they must present to ASCAP a list of the FM special service operators they represent. After that date, ASCAP will consider itself free to prosecute anyone not licensed or listed, the committee reported. Those represented by the committee will have an additional 60 days in which to draft the kind of terms they want for presentation to ASCAP.

Sid Caesar, Pat Weaver Agree To Produce Motion Picture

RECURRING reports that former NBC-TV comedian Sid Caesar and former NBC Board Chairman Sylvester L. (Pat) Weaver Jr. would enter into a business association were confirmed last week when they announced plans to produce a motion picture that would utilize Mr. Caesar's talents "in

PROGRAM SERVICE, Sylvester L. (Pat) Weaver's new major market tv network, marks its first sale with a contract that will put *Ding Dong School* back in session again. Sponsored by Cocoa-Marsh, a fortified chocolate syrup, the program will be seen live in eight markets starting in July, with five cities to be added in October. Malcolm P. Taylor, board chairman of the Taylor-Reed Corp., Glenbrook, Conn., makers of Cocoa-Marsh, signs the contract. President at the signing are (seated, l to r) Charles M. D. Reed, president of Hicks & Greist, agency for Cocoa-Marsh; Dr. Frances Horwich of *Ding Dong School;* (standing, l to r), Theodore J. Grumewald, Hicks & Greist vice president, and Mr. Weaver.

a unique adaptation of television techniques to motion picture presentations." No other details on the initial project were available.

In addition, their association contemplates joint development of productions in which Mr. Caesar would not appear. For example, Shellric Productions, a company Mr. Caesar heads, has acquired first refusal rights in Sloan Wilson's new novel for motion pictures, tv and the legitimate stage, the announcement said. The sale and production would be part of the joint venture.

Mr. Caesar and NBC recently announced the termination of a nine-year association, effective last Saturday [B•T, May 20]. Mr. Weaver is credited with having launched the *Show of Shows* program, which starred Mr. Caesar, during the early days of television. Since leaving NBC last fall, Mr. Weaver's main project has been to organize a program service to independent tv stations and he already has announced plans to telecast *Ding Dong School* on a group of tv outlets.

Marek to Succeed Kanaga As Head of Victor Records

APPOINTMENT of George R. Marek as vice president and general manager, RCA Victor Record Division of RCA, to succeed Lawrence W. Kanaga, who has resigned, effective June 1, was announced Thursday by Robert A. Seidel, executive vice president, RCA Consumer Products.

Mr. Marek, who has been vice president and operations manager of the record division since April of this year, joined RCA in 1950 as manager of artists and repertoire of the division. He was elected vice president of the record albums department in April 1956.

A native of Vienna, Austria, Mr. Marek came to the U. S. in 1920. From 1929 to 1950 he was with J. D. Tarcher & Co. He has written extensively on music and has been music editor of *Good Housekeeping* magazine since 1940.

Mr. Kanaga had served as vice president and general manager of the RCA Victor Record Division since April 1, 1956. He previously had been vice president and operations manager of the division.

Program Service Affiliation To Be Announced for WGN-TV

FORMAL confirmation of WGN-TV as Chicago outlet for Sylvester L. (Pat) Weaver's Program Service Inc. network is expected to be made in that city tomorrow (Tuesday) at a joint news conference to be held by Mr. Weaver and Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV). Mr. Weaver will elaborate on his programming plans thus far.

Official announcement of WGN-TV's participation has long been awaited. Messrs. Quaal and Weaver earlier this year discussed WGN-TV as the logical choice for a new type network that needs representation in the nation's second largest market. Mr. Quaal was expected to announce plans for originating programs with local talent to the Weaver network.

KTVH
COVERING WICHITA
AND 14 OTHER IMPORTANT
KANSAS COMMUNITIES
Now Super-Power
(FULL POWER)
. . . 316,000 watts, to sell "high, wide, and handsome"! KTVH Full Power means "pull-power" — more inquiries and sales. Puts your product story in more homes . . . on more sets . . . more times a day, to more people! To sell in Central Kansas . . . buy KTVH.
HOWARD O. PETERSON, General Manager
represented nationally by
H-R TELEVISION, INC.
WICHITA

IN EL PASO'S
4-Station Market
KROD-TV
Is First Again!

The March, 1957, Telepulse clearly demonstrates Channel 4 dominance in the El Paso Southwest.

Although 4 stations now serve El Paso, the KROD-TV leadership is GREATER THAN EVER!

38 of the top 40 once-a-week shows!
9 of the top 10 strip shows!
9 of the top 10 syndicated shows!

First in 355 of 472 quarter-hours rated

And from 6-10:30 p.m.
KROD-TV
has more audience than
All other Stations Combined,
73% of the time!

The story is even more amazing when exclusive KROD-TV coverage in Southern New Mexico and West Texas is added! Your Branham man can give you the full story of the station that means BUSINESS in El Paso!

KROD-TV
Channel 4 El Paso, Texas

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
Dorrance D. Roderick, Pres.
Val Lawrence, V.-Pres. and Gen. Mgr.
Dick Watts, Gen. Sales Mgr.

CBS

Texas UP Broadcasters Seek Court Access; Officers Named

A RESOLUTION asking the Texas state bar "to take a firm stand of approval for the admission of radio and television to the courtroom" was adopted unanimously last Monday at the second annual convention of the UP Broadcasters Assn. of Texas, at Temple.

Calling, too, for the admission of news cameramen into the courtroom, the resolution will be presented to the state bar association. A companion resolution called upon the UP broadcasters to draw up a code of conduct for radio-tv reporters.

Both resolutions were adopted after study of a brief, "In Behalf of the Case for Admission of Radio and Tv to the Courtroom," presented by Harry Van Slycke, KITE San Antonio.

Gene Lewis, KCEN-TV Temple, and Dave Smith, KVET Austin, were elected president and vice president, respectively, for the coming year. John Drummond, KCRS Midland, was honored for his coverage of the collision of a jet and a private plane in which eight persons were killed. A public service award went to KTTB Tyler for its coverage of last fall's Texas trial which resulted in the National Assn. for the Advancement of Colored People being placed under temporary injunction in Texas.

Traveling Broadcasters

A SOCIETY of broadcasters "who want to know what is going on in the world and report to their audiences on what they have learned" has been formed. A European tour of the "United Broadcasters International" is scheduled to leave Sept. 2. The announcement was made by the organization's president, Jack Younts, president-general manager, WEEB Southern Pines, N. C., and vice president, Henry Milo, travel editor of ABC. Tour is designed especially for broadcasters and their wives, and extensive arrangements are being made to enable the traveling broadcasters to interview executives of foreign nations and U.S. government officials serving abroad.

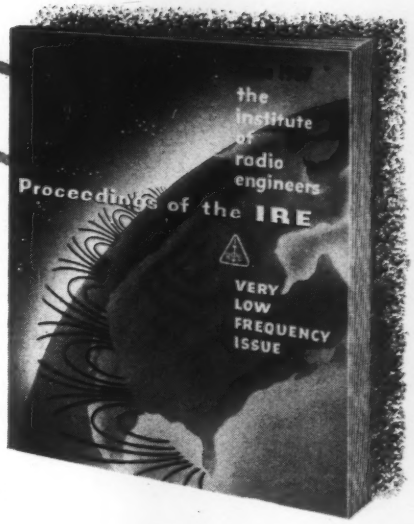
N. Y. Radio Pioneers Honors 4

RADIO PIONEERS, New York chapter, has awarded life membership to four members who recently have retired from active business. Honored are: Joseph Bier, WOR farm editor for 26 years, active in radio for 35 years; Agnes Law, supervisor of CBS reference department, 29 years; Linnea Nelson, media supervisor, J. Walter Thompson Co., 24 years, most recently consultant in radio and television timebuying and media research, Republican National Committee, and Edwin T. Otis, with MBS for 21 years, most recently as executive producer.

New Program Directors Assn. Formed at Dallas Meeting

OFFICERS of the newly-formed Southwestern Assn. of Program Directors for Television informally discuss membership plans at the conclusion of their Dallas meeting last week. The group, formed by 20 program directors from a five-state area, plans to serve as a focal point for emphasizing the role of the program director in station operations, and as a central clearing-house for the exchange of ideas and programming developments. Officers (seated, l to r): Bill Sadler, KVOO-TV Tulsa, president; John Renshaw, KSLA-TV Shreveport, La., member, governing board; Jack Bomar, KTHV (TV) Little Rock, Ark., member, governing board; Ray Trent, KDUB-TV Lubbock, Tex., treasurer; John Hill, KTRK-TV Houston, second vice president; (standing, l to r), Bob King, WFAA-TV Dallas, first vice president; Jack Rye, KTSM-TV El Paso, member, governing board; W. Perry Dickey, KWTV (TV) Oklahoma City, member, governing board, and Boyd Porter Jr., KTRE-TV Lufkin, Tex., secretary. The group will publish periodic service bulletins between now and its next meeting, planned for Tulsa in March 1958.

NEWS



ABOUT VERY LOW FREQUENCY PROPAGATION!

Smaller antennas, lower transmitter power, and relative freedom from atmospheric noise are reasons behind our communication services' gradual migration to the upper end of the frequency spectrum. Lying fallow and awaiting rediscovery has been the very low frequency band below 30 kc.

Now, because VLF offers a reliable means of communicating over vast global distances, there is a marked revival of interest. It is now known that VLF has highly stable propagation characteristics which make it possible to transmit data to distant points with unusual fidelity and precision. Where greater accuracy is required, such as very long range radio navigation systems and international transmission of frequency standards, VLF promises to open doors to many new and important uses.

June Proceedings of the IRE gives you the facts about VLF

This year, the Boulder Laboratories of the National Bureau of Standards and the IRE Professional Group on Antennas and Propagation co-sponsored a Symposium at Boulder, Colorado, on the propagation of very low frequency radio waves. From the papers given at this important meeting the editors of *Proceedings* have chosen those of broadest interest for publication in the June, 1957, issue.

Typical of the service offered members of IRE is this VLF report — to be used now and referred to for years to come. If you are not a member of *The Institute of Radio Engineers* be sure to reserve a copy of the June *Proceedings of the IRE*, today!

Partial Contents of this VLF issue:

"A Technique for the Rapid Analysis of Whistlers," by J. K. Grierson, Defense Reserve Board, Ottawa, Ontario, Canada.

"VLF Radiation from Lightning Strokes," by E. L. Hill, School of Physics, University of Minnesota.

"Some Recent Measurements of Atmospheric Noise in Canada," by C. A. McKerrow, Defense Reserve Board, Ottawa, Ontario, Canada.

"Intercontinental Frequency Comparison by Very Low Frequency Radio Transmission," by J. A. Pierce, Croft Laboratory, Harvard.

"The Mode Theory of VLF Ionospheric Propagation for Finite Ground Conductivity," by James R. Wait, National Bureau of Standards, Boulder, Colorado.

"The Geometrical Optics of VLF Sky Wave Propagation," by J. R. Wait & A. Murphy, National Bureau of Standards, Boulder, Colorado.

"Characteristics of Atmospheric Noise from 1 to 100 Kc/s," by A. D. Watt & E. L. Maxwell, National Bureau of Standards, Boulder, Colorado.

"The Present State of Knowledge Concerning the Lower Ionosphere," by A. H. Waynick, The Pennsylvania State University.

"Noise Investigation at VLF by the National Bureau of Standards," by W. Q. Crichlow, National Bureau of Standards, Boulder, Colorado.

"Reflection at a Shapely-Bounded Ionosphere," by I. W. Yebroff, Stanford University.

"The Attenuation Versus Frequency Characteristics of VLF Radio Waves," by J. R. Wait, National Bureau of Standards, Boulder, Colorado.

"The Waveguide Mode Theory of the Propagation of VLF Radio Waves," by K. G. Budden, University of Cambridge, England.

PROCEEDINGS OF THE IRE
1 East 79th Street, New York 21, New York

☐ Enclosed is $3.00
☐ Enclosed is company purchase order for the June, 1957, issue on VERY LOW FREQUENCY.

Name .....
Company .....
Address .....
City & State.....

All IRE members will receive this June issue as usual. Extra copies to members, $1.25 each (only one to a member).

The Institute of Radio Engineers
1 East 79th Street New York 21, New York

HERMAN M. PARIS, WWDC Washington vice president for sales, brought a new twist to campaigning at the Advertising Club of Washington (see above). Although his associate, Margo Lucey, Miss Washington of 1956 and runnerup to Miss America, is a young lady of obvious charms, her wiles were to little avail. He lost.

SCBA Sets First Sales Clinic

SOUTHERN CALIFORNIA Broadcasters Assn. will hold its first annual sales clinic June 6 at the Sheraton-Town House Hotel in Los Angeles. The all-day meeting will open at 9:30 a.m., with a session on "management's increasing dependence on the sales department" followed by panel discussions of sales promotion and presentations, media research and "radio as a sales tool 24 hours a day." Don Conroy, advertising manager, Thriftmart (food chain), will be the luncheon speaker.

Chicago Ad Awards Topped by Burnett

LEO BURNETT Co. won the majority of agency honors in awards competition of the Chicago Federated Adv. Club for outstanding advertising created in that area between April 1, 1956, and March 31, 1957. In addition, NBC-TV's *Club 60* was acclaimed as the best network music and variety program in television, with ABC-TV receiving an honorable mention for *It's Polka Time*. Local stations also were cited for their program fare. The 15th annual awards were announced at the CFAC banquet Thursday evening.

Burnett was honored for the best 20-second live action and animation tv commercial announcements for The Tea Council and Commonwealth Edison Co., respectively. It also won in the radio division for best network commercial announcements for the Philip Morris Marlboro cigarette jingles. Burnett received an honorable mention for one-minute dramatized tv spots for Procter & Gamble's Joy.

Among other Chicago-based agency-client and film winners were:

Television: D'Arcy Adv. Co. and Standard Oil Co. of Indiana, for Fahey Flynn's news-weather-sports roundup on WBBM-TV; Libby, McNeill & Libby and American Medical Assn., plus Laufman Film Productions, for "It's Baby Time" in women's programming (on spot basis); Young & Rubicam and American Bakeries Co. (Tastee bread), an honorable mention for 20-second animation commercials; Foote, Cone & Belding and Armour & Co. (Liquid Chiffon), for one-minute straight animation spots; Admiral Corp. and Fred A. Niles productions, one-minute, straight-sell, live action announcements; Russel M. Seeds Co. and W. A. Sheaffer Pen Co., an honorable mention in same category; and Earle Ludgin & Co., Helene Curtis Industries and Sarra Inc., for one-minute dramatized spots.

Radio: Thomas J. Webb Co. and WBBM for local audience participation program *(Lucky Ladies);* D'Arcy Adv. Co. and Standard Oil Co. of Indiana, for 1956 Chicago Bears football broadcasts on WGN; MacFarland, Aveyard & Co. and Heidelberg Brewing Co., commercial announcements (used regionally-locally); and Foote, Cone & Belding and Perkins Food Div. of General Foods (Kool-Aid), an honorable mention for network commercial announcements.

The breakdown on station awards:

WBBM-TV, (two) and WBBM, (three); WNBQ (TV) (three) and WMAQ (four); WGN (three) and WGN-TV (an honorable mention); WBKB (TV) (one). All four Chicago tv stations shared special awards for contributions to "the welfare of the community in the religious field." WBKB won its award for live tv coverage of the Senate Banking & Currency Committee hearings last year.

Calif. AP Awards Meet Hears Ways to Program, Sell News

TWO FACETS of news broadcasting were analyzed at the Annual Awards Luncheon of the California Associated Press Television & Radio Association, held at the Beverly Hilton Hotel, last Saturday.

Dresser Dahlstead, program director, KABC-ABC-Radio, centered his theme around the problems of programming news, both at the network and local station levels. He explored the changing nature of radio programming where news and commentary is assuming a growing role, from the standpoint of the man or woman who must fit news into the overall jigsaw puzzle of broadcasting.

"For one thing," Mr. Dahlstead points out, "program directors have less control of newscasts than any other type of broadcast. Here the control centers in the news department, where the skill and judgment of editors and reporters is the determining factor on an hour-to-hour basis.

Bob McAndrews, vice president-commercial manager, KBIG Avalon, Calif., stressed the saleability of specialized news: "There can be news and saleable news, in things not ordinarily thought of as news," he commented, citing KBIG's daily food news program, sponsored for the past five years by Von's Grocery Co., a program of maritime news, which for four years was sponsored by an insurance Co., and a *Sidelights in the News* program, sponsored by Disneyland Hotel, as examples.

He noted that timing is valuable in getting motorists to listen to KBIG for news, particularly in the evening, when they leave their jobs on the hour or half-hour, but are in their cars and available at the 25-minute and 55-minute times.

Awards presented at the luncheon were as follows:

RADIO

NEWS ORIGINATION—KMYC Marysville and KPRL Paso Robles, joint award, first place; KSCO Santa Cruz, KCBS San Francisco and NBC San Francisco, joint award, second place; KUBA Yuba City and KUKI Ukiah, joint award, third place; KBET-TV Sacramento, KARM Fresno, KFMB TV and AM San Diego, KENL Arcata, honorable mention.

BEST LOCAL REGULARLY SCHEDULED NEWS SHOW—(Metropolitan); KNX Los Angeles "Frank Goss and the News," first; KABC Hollywood "Noontime News," second; KCBS San Francisco "Ten O'Clock News," third. (Non-Metropolitan)—KHUM Eureka "Frank Brown Reporting," first; KCAL Redlands "News," second; KSCO Santa Cruz "Local News," third.

BEST LOCAL REGULARLY SCHEDULED FARM SHOW—(Metropolitan); KNBC San Fran-

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

cisco "Farmers' Digest" for April 23, 1956 first; KNBC San Francisco "Farmer's Digest" for Dec. 6, 1956, second; KCBS San Francisco "Farm Review" third.

BEST LOCAL REGULARLY SCHEDULED SPORTS SHOW—(Metropolitan); KCBS San Francisco "The Sports Notebook," first; KNBC San Francisco "Hal Wolf Sports," second; KNBC San Francisco "Ira Blue Sports," third.

BEST SPECIAL EVENTS COVERAGE—(Metropolitan); KAPC Hollywood "Malibu Fire," first; KCBS San Francisco "Ditched Pacific Plane Survivors," second; KGO San Francisco "Ditching of a Stratocruiser:" third; (Non-Metropolitan)—KWIP Merced "City Council," first; KSCO Santa Cruz "Election," second; KHUM Eureka "Over the Republican Convention," third.

BEST DOCUMENTARY—(Metropolitan); KCBS San Francisco "Crisis by the Sea," first; KABC Hollywood "Terror and Tumult" second; KFSD San Diego "Rise and Fall of the Third Reich," third; (Non-Metropolitan)—KWIP Merced "Parking Problems," first; KSCO Santa Cruz "Conspiracy," second.

BEST COMMENTARY—(Metropolitan); KNX Los Angeles "Carroll Alcott," first; KABC Hollywood "The State of the City," second; KPOL Los Angeles "The President's Health," third; (Non-Metropolitan)—KHUM Eureka "Eisenhower Arrives at Republican Convention," first; KWIP Merced "Birthday Salute to Fighter Squadron," second; KPRL Paso Robles "Traveling by Telephone," third.

GENERAL EXCELLENCE OF PRESENTATION—KNX Los Angeles.

TELEVISION

BEST LOCAL REGULARLY SCHEDULED NEWS SHOW—(Metropolitan); KTTV (TV) Los Angeles "George Putnam and the News," first; KNXT (TV) Hollywood "The Big News," second; KFMB-TV San Diego "San Diego Newsreel," third; (Non-Metropolitan) — KBET-TV Sacramento "News with Hank Thornley," first.

BEST SPECIAL EVENTS COVERAGE—(Metropolitan); KNXT (TV) Hollywood "Clete Roberts Returns," first; KFMB-TV San Diego "The Inaja Fire," second; KGO-TV San Francisco "Election," third.

BEST DOCUMENTARY—(Metropolitan); KNXT (TV) Hollywood "Clete Roberts," first; KABC-TV Hollywood "Focus on Los Angeles," second; KABC-TV Hollywood "Dateline Los Angeles," third; (Non-Metropolitan)—KBET-TV Sacramento "News Special," first.

BEST COMMENTARY—(Metropolitan); KFMB-TV San Diego "People in the News," first; KTTV (TV) Los Angeles "Clean City Government," second.

GENERAL EXCELLENCE OF PRESENTATION—KNXT (TV) Hollywood.

Loyola to Honor Hayes, Segal

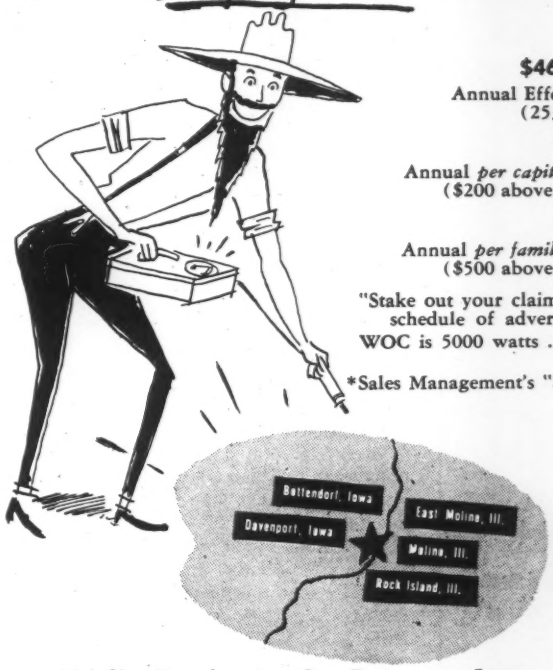
ARTHUR HULL HAYES, president of CBS Radio, and Paul M. Segal, Washington, D. C., attorney and communications authority, will receive honorary degrees of doctor of laws from Loyola U., New Orleans, at commencement exercises Wednesday. The degrees are to be conferred for "outstanding achievements in their respective fields." Mr. Hayes will deliver the principal commencement address.

Loyola owns and operates WWL, the CBS affiliate in New Orleans, and has recently been awarded a cp for New Orleans ch. 4. Mr. Segal is the attorney for the university stations.

MR. SEGAL MR. HAYES

IT'S RADIO ACTIVE

There's Buying Power In This Here Valley



$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

OPPORTUNITY AT RCA
FOR
BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV or AM transmitter installation. You should have: good technical schooling and 1st Class Radio-Telephone License.

Enjoy RCA advantages:

Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. James Bell, Employment Manager, Dept. Y-3E
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA SERVICE COMPANY, INC.

"GEE! That's some rug cleaner!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Among Us Towers

Italy to Honor DeDominicis

ALDO DEDOMINICIS, manager and secretary-treasurer of WHAY New Britain, Conn., has been selected to receive Al Merito Della Republica, highest decoration Italy can bestow upon a civilian. Mr. DeDominicis will receive the award in June in recognition of his efforts on behalf of various Italian charities in the U. S. Mr. DeDominicis, organizer and operator of WNHC-TV New Haven, has been a consultant to Triangle Publications Inc., Philadelphia, new owner of the tv property, since his resignation as general manager of that station last year. The public service campaigns were on radio and tv.

Edison Radio-Tv Scholarships

THE Thomas Alva Edison Foundation will present national station awards for serving youth as part of the foundation's annual national mass media awards. Each year awards of $1,000 for college education to a high school senior of its community is presented to each television station and each radio station "that best served youth." Nominations of local am and tv stations, and accompanying statements of 500-1000 words describing achievements of the station in serving youth in the community, may be submitted to Committee on Station Awards, Thomas Alva Edison Foundation, 8 W. 40th St., New York 8, N. Y. The awards will be presented in December.

AWARD SHORTS

William Davidson, general manager, WRCA-AM-TV New York, received special award from Mayor Robert Wagner citing stations' 200th broadcast of public service program *Citizens' Union Searchlight*. Program was honored for its "outstanding contribution in providing information of vital interest to New Yorkers."

Rolland V. Tooke, vice president, Westinghouse Broadcasting Co., Cleveland, received citation from Cleveland Area Heart Society "for outstanding service rendered" during 1957 campaign.

Joe Tanski Jr., director, KYW-TV Cleveland, given Ohio State U. award for symbolic ballet on "Get Out the Vote" drive. Title: *The Checker Game*.

Bert Claster (Bert Claster Productions, Baltimore, Md.), Mrs. Claster ("Miss Nancy," WAAM ([TV] Baltimore, Md.) and children, cited by National Conference of Christians and Jews, Maryland region, as Maryland's Family of the Year for "contributing to inter-group understanding among children and for imbuing them with true spirit of brotherhood" through their *Romper Room* tv program.

Richard B. Wheeler, president-general manager, KTLN Denver, received plaque in recognition of station's services to March of Dimes.

Leslie H. Peard Jr., general manager, WBAL-AM-TV Baltimore, received award of appreciation for part played by stations in "furthering efforts of American Red Cross."

SAM GALLU (r), producer of ABC-TV's *Navy Log* series, receives a Distinguished Public Service Award from Secretary of the Navy Thomas S. Gates Jr. The medal, presented for "outstanding contributions to the Navy," is the highest award a civilian can receive from the Navy.

WMAQ Chicago and **Howard W. Coleman,** station manager, cited by Chicago Council of Boy Scouts of America for "outstanding service to youth" in 1957 financial campaign.

KOA Denver presented award of merit by Colorado Highway Safety Council for "outstanding contributions" to teenage highway safety programs. Station cited for coverage of 2,500-mile state tour of Colorado Teenage Traffic Safety Assn.

WISN-TV Milwaukee received award for "Tv News Digest and Personalities" feature of *Tv News Digest* as "best show for information on our community"; *Romper Room* for second year as "best show for young children"; *Hobby Hall* as "best in cultural affairs"; *Your Question Please* for seventh year as "best teenage show." Award was made by Milwaukee County Radio-Tv Council.

WWDC Washington's *Men of Faith,* weekly religious program, received citation from Business and Professional Women's Club of D. C., as "best locally produced and locally aired" radio or tv program devoted to religion.

WGR-AM-TV Buffalo, N. Y., receives awards for outstanding advertising in fourth annual advertising competition of Niagara Frontier Adv. Assn.

Edward R. Murrow, CBS-TV commentator, to receive Medal for Good Speech of American Academy of Arts and Letters.

Charles (Red) Donley, sports director, WSTV-AM-TV Steubenville, Ohio, chosen for annual Good Citizen award by Alumni Assn. of College of Steubenville.

Joseph L. Brechner, general manager, WGAY Silver Spring, Md., received American Traditions Award from Fund for the Republic.

United Nations Television received special citation from Academy of Television Arts and Sciences, for "originating full coverage of UN meeting during Middle East crisis and for making programming available for telecast over WPIX (TV) New York.

Kenehan Quits FCC to Join Haley, Doty & Wollenberg

EDWARD F. KENEHAN, chief of the FCC's Broadcast Bureau since August 1955, has resigned to join the Washington law firm of Haley, Doty & Wollenberg. The firm's name has been changed to Haley, Doty, Wollenberg & Kenehan.

MR. KENEHAN

Mr. Kenehan, first joined the FCC immediately after World War II (in which he served as a major with the Army in this country and in the Philippines), returned to the Commission in February 1955. He was named Broadcast Bureau chief six months later.

Mr. Kenehan was born in 1913 in Carlinville, Ill. He received his A.B. and LL.B. degrees from the U. of Illinois in 1936 and 1938, respectively. In 1939 he was a fellow in legal research at the U. of Michigan Law School, and also taught at the U. of Missouri Law School. In 1940 he was appointed Assistant State's Attorney of McCoupin County, Ill. He entered the Army in 1942. Upon his release to civilian life in 1946, he joined the FCC as chief of the Broadcast Facilities Branch, Law Bureau. In 1948 he left the Commission, joining the Washington law firm of Welch, Mott & Morgan. In 1951 he joined RCA as legal counsel for its Engineering Products division in Camden, N. J.

He is a member of the Illinois, D. C. and U. S. Supreme Court bars; the Federal Communications Bar Assn., the American Legion, Knights of Columbus and the Kenwood Country Club, Bethesda, Md.

Hearne & Spillane Now Partners

LESTER W. SPILLANE, who 18 months ago joined the West Coast law offices of John P. Hearne, former FCC staff attorney, has been named a member of the firm which will now be called Hearne & Spillane.

Mr. Spillane served the FCC from 1928 to 1955 when he was chief of the renewal and transfer division of the Broadcast Bureau. Before that he was assistant chief of the safety and Special Services Bureau, and prior to that, an assistant general counsel.

Heald Resigns From NARTB To Join Spearman & Roberson

ROBERT L. HEALD has resigned as chief attorney of the NARTB [CLOSED CIRCUIT, April 22], effective June 24, to become a partner in the law firm of Spearman & Roberson, Washington. Firm specializes in broadcast matters before the FCC. Mr. Heald joined NARTB in August 1955.

MR. HEALD

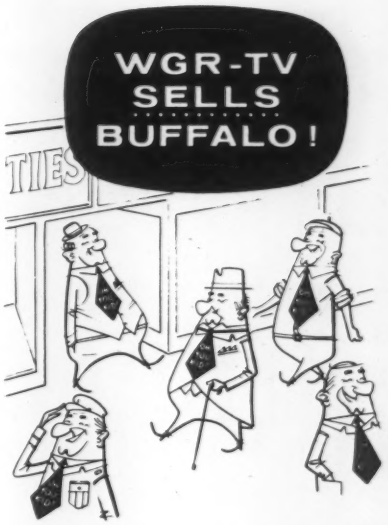
Formerly a partner in the Washington law firm of Welch, Mott & Morgan, Mr. Heald also was an FBI agent from 1941-1946. A successor to Mr. Heald will be named later, Harold Fellows, president of NARTB, said in "regretfully" accepting the resignation.

McDermott Opens N. Y. Branch

PAT McDERMOTT, Hollywood public relations and personal management company, last week announced the opening of a New York branch at 551 5th Ave. to be headed by Don Garrett, effective today (Monday). Mr. Garrett has been consumer press editor for Screen Gems Inc., New York, for two years. Among some of the accounts Miss McDermott handles are NBC-TV's *Panic*, CBS-TV's *Mr. Adams and Eve*, NBC-TV producer Albert McCleery and CBS-TV producer Harry Ackerman and personalities including the Andrews Sisters, Joan Caulfield, Don DeFore and Mercedes McCambridge. Miss McDermott formerly was CBS-TV press manager in Hollywood.

Rivers to Endorsements Inc.

CHARLES F. RIVERS, formerly account executive at Robert M. Garrick public relations, has joined Endorsements Inc. as vice president in charge of western division.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
Representatives

SALES PROMOTION
freelance

SALES-PRODUCING, prize-winning presentations, brochures, ad campaigns, direct mail, etc.

One TV presentation was described as "one of the most forceful sells ever seen."

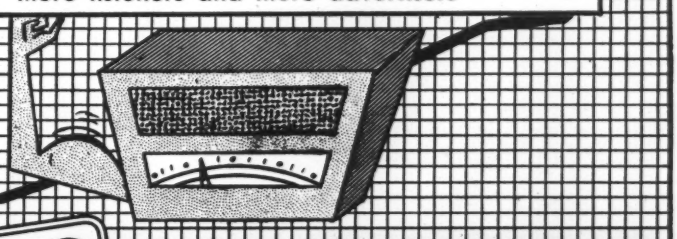
A program presentation was called, "last word in sell."

Clients include radio and TV networks, stations, representatives, syndicators, etc.

Retainer or fee basis.

PETER ZANPHIR
565 Fifth Avenue, NYC, 17

The better equipped stations are dominating the field with more listeners and more advertisers



GATES
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
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CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Somewhere Every Day
Radio and Television Stations
are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

WTTW (TV) Raises $200,000 Of Year's Needs, CETA Told

WTTW (TV) Chicago has raised nearly $200,000 of a needed $312,000 in contributions for non-commercial, educational television operation in the new fiscal year, Edward L. Ryerson, president of the Chicago Educational Television Assn., reported last Tuesday.

Mr. Ryerson, who was re-elected at CETA's annual meeting, also announced the station has received FCC approval to increase operating power from 56 kw to 278 kw, giving it signal strength comparable to that of Chicago's four commercial tv stations. CETA, licensee of the station, has ordered new transmitting equipment from General Electric Co.

In a report on WTTW's financial status, community contributions and future program plans, Mr. Ryerson noted that its estimated budget is $723,000. Over half derived from WTTW's kinescope recording service and closed circuit productions, production contracts with the Educational Television and Radio Center, Ann Arbor, Mich., and Chicago Board of Education for programming costs of Junior College tv courses, he added.

Mr. Ryerson stated that, while WTTW's financial base is "sound," it needs "stronger support to continue the development of this past year." Further development includes plans for distribution of WTTW programs to 25 other non-commercial educational stations via ETRC and additional college credit courses. WTTW currently programs 43 hours each week.

Kesten Fellowship Established

ANNUAL fellowship in memory of Paul W. Kesten, former executive vice president and later vice chairman of the board of CBS, has been established at the Harvard Graduate School of Business Administration by CBS Foundation Inc., according to Dean Stanley F. Teele of Harvard Business School and Ralph F. Colin, president, CBS Foundation. The fellowship will provide an annual stipend of $2,500 for "an outstanding student" who is preparing for a career in the fields of advertising or marketing. It is offered to a student entering the first year of the two-year program leading to the degree of Master of Business Administration.

KVOS Sets Up Radio-Tv Grants

KVOS-AM-TV Bellingham, Wash., has established two $100 scholarships in the School of Communications at the U. of Washington. KVOS President Rogan Jones presented the first of these annual scholarships at the school's awards banquet May 8 to John Komen and Benjamin Green, both juniors in the Communications School.

WDGY Aids KTCA-TV Fund Drive

WDGY Minneapolis-St. Paul, in an effort to support the campaign for ch. 2 KTCA-TV —an educational, non-commercial station, scheduled to service the Twin Cities' area beginning Sept. 2—has run a series of "teaser" announcements, promising news about "Two Day" (referring to KTCA-TV and its goal of getting on the air by Sept. 2).

The radio station made it clear that its only interest in the campaign was to help popularize educational tv and to assure maximum private contributions and public support for the project. "We have no hesitation whatsoever in urging our listeners to become ch. 2 viewers . . . any more than we would hesitate to urge [them] to attend school or go to a concert," the station said.

Ford Allocates $986,000 For Public School Tv Project

A GRANT of $986,000 was announced last Monday by The Fund for the Advancement of Education (established by Ford Foundation) to set up "national program in the use of television in the public schools." Project will take testing of past two years in Hagerstown, Md.; St. Louis, Pittsburgh and Chicago and step further by instituting classroom tv teaching in eight cities (Atlanta, Cincinati, Detroit, Miami, Norfolk, Oklahoma City, Philadelphia and Wichita will take part along with two states, Oklahoma and Nebraska).

New grant is being made on matching dollar basis, meaning that cities and states taking part will commit overall $986,000 in program. Included is elementary and high school instruction with tv teaching to begin next September. Grant announced by Fund's Vice President-Director Alvin C. Eurich, with program to be coordinated for Fund by Dr. Alexander J. Stoddard (former school superintendent). Fund has offices at 655 Madison Ave., New York 21.

Jefferson Standard Makes Grants

THE Jefferson Standard Broadcasting Co. has awarded $2,500 Jefferson Standard Foundation scholarships to two North Carolina school seniors, William Montgomery of Charlotte and Kenneth Murphy of Fayetteville. They will study electrical engineering and creative radio-tv, respectively.

Jefferson Standard, operator of WBT and WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., has awarded the scholarships annually for the past six years.

"Who knows? He might turn out to be a KRIZ Phoenix personality!"

Station Authorizations, Applications
(As Compiled by B•T)
May 16 through May 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through May 22

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	242	369	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through May 22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	386	89	475[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	324	675[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,085	337	847	578	1,425[3]
Noncomm. Educ.	66		37	28	65[4]
Total	1,151	337	884	606	1,490[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

APPLICATION

Aguadilla, P. R.—Winston-Salem Bcstg. Co., vhf ch. 13 (210-216 mc); ERP 115.9 kw vis., 63.16 kw aur.; ant. height above average terrain 2050 ft., above ground 224 ft. Estimated construction cost $199,319, first year operating cost $120,000, revenue $160,000. P. O. address 300 S. Stratford Rd., Winston-Salem, N. C. Studio location Aguadilla. Tran. location Municipio De Maricao. Geographic coordinates 18° 08′ 49.5″ N. Lat., 66° 58′ 50″ W. Long. Trans.-ant. GE. Legal counsel Norman E. Jorgensen, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Winston-Salem, owner **WTOB-AM-TV Winston-Salem, N. C., WOTV (TV) Richmond, WLOW Norfolk-Portsmouth,** all Va. and **WSGN-AM-FM Birmingham, Ala.,** will be sole owner. Announced May 20.

New Am Stations . . .

APPLICATIONS

Centre, Ala.—Cherokee Bcstg. Co., 990 kc, 1 kw D. P. O. address 215 E. Washington St., Summerville, Ala. Estimated construction cost $25,000, first year operating cost $26,960, revenue $32,000. **Lee Roy Alexander,** cafe owner, will be sole owner. Announced May 17.

Americus, Ga.—Sumter Bcstg. Co., 1250 kc, 500 w unl. P. O. address 905 Alice St., Bainbridge, Ga. Estimated construction cost $12,505, first year operating cost $38,500, revenue $45,000. **Charles W. Dowdy,** former partner **WMGR Bainbridge** and **WDVH Gainesville, Fla.,** and **John A. Dowdy,** owner WMGR, will be equal partners. Announced May 20.

Dixon, Ill.—Dixon Bcstg. Co., 1460 kc, 500 w D. P. O. address Box 32, Freeport, Ill. Estimated construction cost $18,000, first year operating cost $48,000, revenue $60,000. **David M. Taylor,** commercial mgr. **WFRL Freeport,** will be sole owner. Announced May 17.

Vanceburg, Ky.—Karl Kegley, 1570 kc, 250 w D. P. O. address Box 268, Vanceburg. Estimated construction cost $11,233, first year operating cost $18,000, revenue $20,800. Mr. Kegley, government surplus dealer, will be sole owner. Announced May 16.

Greenville, Pa.—Greenville Bcstg. Co., 920 kc, 500 w D. P. O. address 60 College Ave., Green-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
COASTAL INDEPENDENT	RADIO & TV	CAROLINA INDEPENDENT	TEXAS TELEVISION	ROCKY MOUNTAIN
$125,000	$1,600,000	$75,000	$255,000	$125,000
Prosperous suburb of major market. Well equipped. 50% down.	A top radio and VHF combination. High earnings. Terms available.	Single station in town of 8,000. Good potential. $20,000 down.	This property needs a promotion-minded owner-manager. Excellent financing.	Network fulltime station in single-station market. Includes real estate. Terms.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2755	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

ville. Estimated construction cost $24,596, first year operating cost $34,580, revenue $38,000. Equal partners are **Kenneth B. Anderson** and **Merle G. Anderson**. Kenneth was former employe **Westinghouse Electric Co.**, Merle is lumber salesman. Announced May 22.

Existing Am Stations . . .

APPLICATIONS

WEZB Birmingham, Ala.—Seeks cp to change frequency to 1300 kc, power to 5 kw and install new trans. Announced May 20.

WLBE Leesburg-Eustis, Fla.—Seeks cp to increase power to 5 kw, change to DA-N. Announced May 22.

WKAN Kankakee, Ill.—Seeks cp to change hours to unl., 500 w N, DA-N. Announced May 21.

WIMS Michigan City, Ind.—Seeks cp to increase power to 5 kw, add DA-2 and change studio location. Announced May 21.

KJUN Redmond, Ore.—Seeks cp to change hours to 6 a.m.-8 p.m. daily, 8 a.m.-8 p.m. Sunday (May 1 to Sept. 15, 1957) and 6:30 a.m.-8 pm. Monday thru Thursday, 6:30 a.m.-10 p.m. Friday and Saturday, 9 a.m.-6 p.m. Sunday (Sept. 16, 1957, to April 30, 1958). Announced May 22.

WSOK Nashville, Tenn.—Seeks cp to change power to 5 kw, change ant.-trans.-studio location, install DA-D and decrease ant. height. Announced May 21.

KWEL Midland, Tex.—Seeks cp to change frequency to 1600 kc. Announced May 21.

Ownership Changes . . .

ACTIONS

WLAY Muscle Shoals, Ala.—Granted transfer of control of licensee corporation from **Gregory Bcstg. Corp.** to **John M. Latham, Robert G. Watson** and **Fred L. Thomas** for $69,000. Mr. Latham, (25%), chief engineer-announcer WLAY, Mr. Watson (25%), employe **WKTM Mayfield, Ky.** and Mr. Thomas (50%), owner WKTM, will be owners. Announced May 16.

KDOO Ridgecrest, Calif.—Granted assignment of cp from **Harold C. Singleton** to **Tower Bcstg. Co.** for $1,500. **Frank E. Heuschkel** (45%), liquid gas interests, **Herbert W. Hall** (45%), chief engineer **KCRE Crescent City, Calif.**, and **Leland F. Smallwood** (10%), radio-tv sales-service interests, will be owners. Announced May 16.

WDBF Delray Beach, Fla.—Granted assignment of license from **Delray Bcstg. Corp.** to **Boca Raton Bible Conference Grounds Inc.**, for $56,000. Will be operated as non-profit religious station. Announced May 16.

WEAT-AM-TV West Palm Beach, Fla.—Granted transfer of licensee corporation from **RKO Teleradio Pictures Inc.** to **Palm Beach Television Inc.** for $600,000.**Bertram Lebhar Jr.** (20%), manager of WEAT-AM-TV, and **Rand Bcstg. Co.** (80%), licensee of **WINZ Miami**, are Palm Beach owners. Rand principals include **Rex Rand** and **Nathaniel J. Klein**. Announced May 16.

KCLN Clinton, Iowa—Granted assignment of license from **Mississippi Valley Bcstg. Co.** to **Valley Tv & Radio Inc.** for $35,000. **Wharton H. Murray** (33⅓%), partner KCLN, **John R. Livingston** (30%), 80% **WPEO Peoria, Ill.**, **John E. Pearson** (30%), **Errett G. Zendt** (6⅔%), officer WPEO, will be owners. Announced May 16.

KOWH Omaha, Neb.—Granted assignment of license from **Mid-Continent Bcstg. Co.** to **National Weekly Inc.** for $822,500. **William F. Buckley Jr.**, author, publisher, is principal owner. Announced May 16.

KTRC Santa Fe, N. M.—Granted assignment of license from **J. Gibbs Spring** and **Bayne Spring** to **Garfield C. Packard** for $50,000. Mr. Packard, former 33⅓% owner **KICA-AM-TV Clovis, N. M.**, will be sole owner. Announced May 16.

KSTB Breckenridge, Tex.—Granted assignment of license from **Radio Breckenridge** to **Hugh M. McBeath** for $50,000. Mr. McBeath, chief engineer **KXOL Fort Worth, Tex.**, will be sole owner. Announced May 16.

APPLICATIONS

KPIN Casa Grande, Ariz.—Seeks assignment of license from **ABC Service Co.** to **Pinal County Bcstg. Service** for $35,000. Equal partners are **John W. Parham**, real estate interests, and **David A. Garbe**, loan company executive. Announced May 21.

WGGG Gainesville, Fla.—Seeks assignment of license from **Alachua County Bcstg. Co.** to **Thompson K. Cassel** for $100,000. Mr. Cassel owns 35% **WTVE Elmira, N. Y.**; 25.85% **WCHA-AM-FM Chambersburg, Pa.**; 16.6% **WOND Pleasantville, N. J.**; 14.285% **WDBF Delray Beach, Fla.**; 52% **WTKO Ithaca, N. Y.**; 33.3% **WBRK Berwick, Pa.**; 100% **WATS Sayre, Pa.** Announced May 21.

WHIY Orlando, Fla.—Seeks negative control by **Gordon Sherman** and **Melvin Feldman** through purchase of stock (25%) from **Emil J. Arnold** for $4,000. Mr. Arnold will own 25% and Messrs. Feldman and Sherman 25% each. Announced May 22.

KFXD Nampa, Idaho—Seeks assignment of license from **Frank E. Hurt & Son Inc.** to **E. G. Wenrick Bcstg. Co.** for $277,000. **E. G. Wenrick** (51%), stockholder **KBOE Oskaloosa, Iowa**, and **Kenneth Kilmer** (49%), manager KFXD, will be owners. Announced May 21.

KJAY Topeka, Kan.—Seeks transfer of control of licensee corporation from **Robert** and **Jeanne Rohrs** to **Dale S. Helmers, Edwin V. Schulz, Joseph W. McCoskrie** and **D. W. Overton** for $52,500. Mr. Helmers (53.8%), account executive **KMBC, KFRM-FM Kansas City**, Mr. McCoskrie (30.8%), banker, and Mr. Overton (15.4%), attorney, will be owners. Announced May 21.

KODY North Platte, Neb.—Seeks assignment of license from **Radio Station KODY** to **KODY Inc.** for $210.000. **Judith S. Scofield** (50%), insurance broker, **Hartley L. Samuels** (25%), account executive **WINS New York**, owner **WDLB-AM-FM Marshfield, Wis.** and **Margery S. Samuels**, housewife, will be owners. Announced May 17.

WCDJ Edenton, N. C.—Seeks transfer of control of licensee corporation from **Ray A. Childers** to **E. M. Schuman** and family for $8,500. Mr. Schuman is present stockholder in station. Announced May 21.

WJGD Columbia, Tenn.—Seeks acquisition of negative control by **Francis E.** and **Sara G. Whitaker** and **H. F.** and **Edna McKee** through purchase of stock (33⅓%) from **Jack G. Dunn** for $12,000. Messrs. McKee and Whitaker are present 33⅓% owners. The McKee's and Whitaker's will hold negative control as family groups. Mr. McKee is owner of **WAPG Arcadia, Fla.** Announced May 16.

WINA-AM-FM Charlottesville, Va. and WJMA Orange, Va.—Seek assignment of license to **Charlottesville Bcstg. Co.** Corporate change. No change of control. Announced May 17.

Hearing Cases . . .

INITIAL DECISIONS

Hearing Examiner J. D. Bond issued an initial decision looking toward grant of application of **Lawrence M. C. Smith**, for new am on 900 kc, 1 kw D. DA, in Philadelphia, Pa.

Hearing Examiner Thomas H. Donahue issued an initial decision looking toward grant of application of **Ponce Tv Partnership** for new tv on ch. 7 in Ponce, P. R.

Hearing Examiner Charles J. Frederick issued an initial decision looking toward grant of application of **Leo Joseph Theriot** for cp to increase power of **KLFT Golden Meadow, La.** from 500 w to 1 kw, operating on 1600 kc, D, and dismissal of **White Castle, La.**, as party to proceeding.

Other Actions . . .

BROADCAST ACTIONS
By the Commission

On request by **WPFH Broadcasting Co.**, granted suspension of May 8 stay of grant of application to change trans. location of **WPFH (TV) Wilmington, Del.**; suspension is for period of 30 days from May 14, or until completion of erection of tower which, applicant stated, if permitted to remain in present condition, would constitute hazard to public safety. Commissioner Doerfer absent.

KEYZ Williston, N. D.—Granted change of facilities from 1450 kc, 250 w, Unl., to 1380 kc, 5 kw, DA-N, unl.

Duane F. McConnell Lakeland, Fla.—Is being advised that application for new am on 1360 kc, 1 kw, DA-D, indicates necessity of a hearing.

OK Broadcasting Co., Mobile, Ala. and E. O. Roden & Associates, Gulfport, Miss.—Designated for consolidated hearing applications for new am on 900 kc, 1 kw, DA-D.

Russell G. Salter, Dixon, Ill.—Designated for hearing application for new am on 1460 kc, 500 w, D; made **WRAC Racine, Wis.**, and **WKEI Kewanee, Ill.**, parties to proceeding.

Clark County Broadcasting Co., Northside Broadcasting Co., Southeastern Indiana Broadcasters Inc., Jeffersonville, Ind.—Designated for consolidated hearing applications for new am on 1450 kc, unl.—Clark County and Northside with 250 w, and Southeastern 100 w; this order supersedes order of Jan. 17 designating for hearing applications of Clark County and Northside, with respect to issues only.

KACT Andrews, Texas—Designated for hearing application for increase in power from 500 w to 1 kw, 1360 kc, D; made **KRAY Amarillo**, party to proceeding.

The following stations were granted renewal of licenses: **WABY Albany, N. Y.**; **WALK Patchogue, N. Y.**; **WALL Middletown, N. Y.**; **WCBS New York, N. Y.**; **WCHN Norwich, N. Y.**; **WFAS White Plains, N. Y.**; **WHLI Hempstead, N. Y.**; **WIBX Utica, N. Y.**; **WINR Binghamton, N. Y.**; **WIRY Plattsburgh, N. Y.**; **WJLK Asbury Park, N. J.**; **WJOC Jamestown, N. Y.**; **WJTN Jamestown, N. Y.**; **WKAL Rome, N. Y.**; **WONO Oneida, N. Y.**; **WRUN Utica, N. Y.**; **WALK-FM Patchogue, N. Y.**; **WBAI (FM) New York, N. Y.**; **WCBS-FM New York, N. Y.**; **WFAS-FM White Plains, N. Y.**; **WHLI-FM Hempstead, N. Y.**, **WHOM-FM, New York, N. Y.**; **WJLK-FM Asbury Park, N. J.**; **WJTN-FM Jamestown, N. Y.**

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended the tv table of assignments by adding ch. 12 to Lamar, Colo., effective June 20. Commissioners Doerfer and Lee absent.

The FCC finalized rule making and substituted ch. 29 for ch. 59 in **Buffalo-Niagara Falls, N. Y.**, effective June 20; ordered that outstanding cp of **Frontier Television Inc.**, for operation of **WNYT-TV** be modified to specify operation on ch. 29 in lieu of ch. 59, effective June 20, and that Frontier should submit all necessary information to the Commission by June 3, for preparation of engineering specifications to cover operation of WNYT-TV on ch. 29. Commissioners Doerfer and Lee absent.

TV RULE MAKING PROCEEDING TERMINATED

The FCC denied petition by **Aaron B. Robinson, Jackson, Tenn.**, to assign ch. 11 to St. Joseph, Tenn., and terminated rule making proceding which had been initiated by petitions by Robinson and **Gregory Broadcasting Co., Muscle Shoals, Ala.**, to add ch. 11 to St. Joseph for commercial use by substituting ch. *49 for ch. *11 now assigned **Lexington, Tenn.**, for educational use.

TV RULE MAKING PETITIONS DENIED

The FCC denied the following petitions for changes in the tv table of assignments:

WTVK, ch. 25, **Knoxville, Tenn.** to delete ch. 7 from **Spartanburg, S. C.**, and assign it to both Knoxville and either **Columbia, S. C.**, or **Augusta, Ga.**; also for abandonment or waiver of mileage separation requirements. Commr. Bartley dissented and issued statement; Commr. Lee dissented; Commr. Doerfer absent.

WNAO(TV) ch. 28, **Raleigh, N. C.** to delete ch. 5 from Raleigh, assign it to Rocky Mount in lieu of its present ch. 50, add latter to Raleigh for educational use, make ch. 22, now reserved for educational use in Raleigh, available for commercial use there and add ch. 44 also to Raleigh. Commr. Bartley concurred and issued statement; Commrs. Doerfer and Lee absent.

Philipsburg-Clearfield Television to assign ch. 3 to **Clearfield, Pa.** Commr. Bartley dissented; Commr. Doerfer absent.

ACTION ON MOTIONS
By Commissioner T. A. M. Craven

Broadcast Bureau—Granted petition for an extension of time to May 20 to file reply to petition for enlargement of issues filed by **Charles**

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R. Bramlett, Torrance, Calif., in proceeding on his am application, et al.

By Hearing Examiner Millard F. French

WBEL Beloit, Wis.—Granted motion for leave to amend its am application to change the proposed station location from **Beloit, Wis.**, to **South Beloit, Ill.**, and the application as amended, is removed from hearing status.

PETITION

KBAS-TV Ephrata, .Wash.—Petition requesting the institution of rule making proceedings so as to make the following changes: (1) Add ch. 16 to Ephrata; (2) delete ch 16 from Port Angeles, Wash. and add ch. 16 (Offset only) to same; (3) delete ch. 31 from Richland, Wash. and add ch. 25 to same; and (4) delete ch. 25 from Kennewick, Wash. and add ch. 31 to same.

By Presiding Officer James D. Cunningham

Denied motions by seven respondent television program producers and distributors to quash subpoenas *duces tecum* issued them on April 23, and ordered resumption of hearing in the matter of study of radio and television network broadcasting on May 27, at 10:00 a.m., in the Federal Courthouse, Foley Square, New York City, at which time the respondents under subpoena will appear in person and produce the books, papers and documents specified in the subpoenas.

Commission Instruction

The FCC on May 15 directed preparation of a document looking toward assigning ch. 10 (as a "drop-in") to Tampa-St. Petersburg, Fla.

NARBA . . .

List of changes, proposed changes, and corrections in assignment of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations (Mimeograph 47214-3) attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, January 30, 1941.

Canadian Change List # 111 **April 12, 1957**

550 kc

Sudbury, Ont.—1 kw ND D, Class III, 3-15-57.

570 kc

Cranbrook, B. C.—1 kw DA-1, unl., Class III, 3-15-57.

610 kc

Elliot Lake, Ont.—1 kw ND D, Class III, 3-15-57.

710 kc

CJSP Leamington, Ont.—1 kw DA D, Class II, 3-15-57 (PO: 710 kc 250 w DA-1).

810 kc

Saanich, B. C.—1 kw ND D, Class II, 3-15-57.

850 kc

CKVL Verdun, P. Q.—10 kw N 50 kw D DA-2, unl., Class II 3-15-57 (PO: 850 kc 10 kw DA-2).

1050 kc

CFGP Grande Prairie, Alta. 10 kw DA-2 unl., Class II, 3-15-57 (PO: 1050 kc 5 kw DA-1).

1150 kc

CKX Brandon, Man.—5 kw D 1 kw N ND, unl., Class III 3-15-57 (PO: 1150 kw 1 kw ND).

1220 kc

CKDA Victoria, B. C.—10 kw DA-1, unl. Class II, 3-15-57 (PO: 1280 kc 5 kw DA-1).

1320 kc

Kitchener-Waterloo, Ont.—1 kw DA-2, unl., Class III, 3-15-57.

1420 kc

CJMT Chicoutimi, P. Q.—5 kw DA-1 unl., Class III, 3-15-57 (PO: 1450 kc 250 w ND).

1570 kc

CHUB Nanaimo, B. C.—10 kw DA-N unl., Class II, 3-15-57 (PO: 1570 kc 1 kw DA-1).

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F of the North American Regional Broadcasting Agreement Washington, D. C. 1950.

Cuban Change List No. 1 **April 8, 1957**

1020 kc

CMHS Caibarien, Las Villas—100 w ND unl., Class II Provisional assignment.

1580 kc

CMDS Holguin, Oriente—250 w ND unl., Class II Now in operation.

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Colorcasting cancelled for summer.

NBC-TV

May 27-31, June 3-5 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

May 27-31, June 3, 4 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

May 27, June 3 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

May 27 (8-9:30 p.m.) *Producer's Showcase*, RCA and Whirlpool through Kenyon & Eckhardt and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

May 28 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig & Kummel and Purex through Edward H. Weiss & Co.

May 29, June 5 (8-8:30 p.m.) *Masquerade Party*, participating sponsors.

May 29, June 5 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

May 30 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

May 31 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

June 1 (8-9 p.m.) *Perry Como Show*, participating sponsors.

June 2 (9-10 p.m.) *Chevy Show*, Chevrolet through Campbell-Ewald.

June 3 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

June 4 (9-10 p.m.) *Washington Square*, Helene Curtis through Earle Ludgin and Royal-McBee Corp. through Young & Rubicam.

Routine Roundup . . .

BROADCAST ACTIONS
Broadcast Bureau
Actions of May 17

WQOK Greenville, S. C.—Granted mod. of license to change name to **Speidel-Fisher Broadcasting Corp. of Greenville.**

WDOE Dunkirk, N. Y.—Granted mod. of license to change name to **Lake Shore Broadcasting Co.**

WEZB Homewood, Ala.—Granted cp to change ant.-trans. location to adjoining Birmingham Southern College, Birmingham, Ala., and make changes in ant. and ground systems.

KIMA-TV Yakima, Wash.—Granted cp to change ERP to vis. 105 kw, aur. 52.5 kw, and make minor ant. and equipment changes; ant. 970 ft.

KNTV (TV) San Jose, Calif.—Granted cp to change ERP to vis. 26.3 kw, aur. 15.8 kw, specify studio location, change type trans. and make ant. and other equipment changes.

KBMB-TV Bismarck, N. D.—Granted mod. of cp to change ERP to vis. 89.1 kw, aur. 44.7 kw, install new ant. system and make other equipment changes; ant. 400 ft.

KCJB-TV Minot, N. D.—Granted mod. of cp to change ERP to vis. 205 kw, aur. 103 kw, antenna 1120 ft., make changes in ant. system and redescribe trans. location.

The following were granted extensions of completion dates as shown: **WPRO-TV Providence, R. I.**, to 6-30; **KVGN Fairbanks, Alaska**, to 9-1.

Actions of May 16

WLWA Atlanta, Ga.—Granted extension of completion date to 12-10.

Actions of May 15

Granted licenses for the following tv stations: **KGEO-TV Enid, Okla.; WSOC-TV Charlotte, N. C.; KOSA-TV Odessa, Texas, KTRE-TV Lufkin, Texas; KFBC-TV Cheyenne, Wyo.; KHBC-TV Hilo, Hawaii; KMAU-TV Wailuku, Hawaii.**

WTWO (TV) Bangor, Maine—Granted mod. of cp to change ERP to vis. 36.3 kw, aur. 18.6 kw, change in description of trans. location and make minor equipment changes.

WINR-TV Binghamton, N. Y.—Granted mod. of cp to change ERP to vis. 589 kw, aur. 295 kw, install new trans. and directional ant. system and make other equipment changes.

KTVC (TV) Ensign, Kans.—Granted mod. of cp to change ERP to vis. 28.2 kw, aur. 14.1 kw, change type of trans. and ant. and make other equipment changes; antenna 720 ft.

The following were granted extensions of completion dates as shown: **KIEM-TV Eureka, Calif.**, to 11-1; **KSAY San Francisco, Calif.**, to 7-1.

May 16 Applications

ACCEPTED FOR FILING
Modification of Cp

Following seek mod. of cp to extend completion dates: **KDOO Ridgecrest, Calif., WSLA (TV) Selma, Ala., WLWA (TV) Atlanta, Ga.**

May 17 Applications

ACCEPTED FOR FILING
Modification of Cp

Following seek mod. of cp to extend completion dates: **WHP-TV Harrisburg, Pa., WPRO-TV Providence, R. I.**

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General manager wanted for metropolitan market. Must have sound sales experience in smaller market. Ambitious for advancement. Write Box 761G, B•T.

Sales manager. Boston independent. Excellent opportunity and future for good man. Box 828G, B•T.

Sales manager, Ohio major independent, competitive market has right spot for good producer. Box 829G, B•T.

Commercial manager, announcing, spot production. New small market station. Floyd Jeter, Walsenburg, Colorado.

Sales

Account executive wanted by top-Florida network station. This is an ideal opportunity for two hard-hitting sales executives who want to make money in a major market. Send full information, picture to Box 487G, B•T.

If you are between 25 and 30 with a year's sales experience. We have an unusual opportunity to insure your present and future. Unique chance. Write Box 735G, B•T.

Salesman for solid producer, excellent future, good salary plus commission. Major New England independent. Box 830G, B•T.

Experienced salesman, can earn $100 and up per week, salary plus 15%, must be a go-getter. Dependable. Send full qualifications, or call WAFC, Staunton, Virginia.

Wonderful opportunity for announcers with fundamental broadcast experience. Favorable working conditions. Send tape, photo and resume to Radio Station WARK, CBS, Hagerstown, Maryland.

Excellent opportunity for two real radio salesmen for a 1000 watt station in Taylorville, Illinois. Two of our men have been transferred to our 5kw operation in Miami, Florida. Organization has east coast 50,000 watt and midwest tv pending FCC action. $100.00 salary per week plus 5% commission. Send replies to Roger Moyer, WTIM, Taylorville, Illinois. No telephone calls please!

Announcers

Combo man with first phone . . . emphasis on announcing. **Addition to staff, 40 hour week.** Salary **commensurate with ability. Send tape** which will be returned. Box 599G, B•T.

Wisconsin news, music station wants first ticket combo man. Box 716G, B•T.

Illinois growing small market daytimer needs good announcer. $80.00 for 44 hours to experienced man. Less to hard working capable trained beginner. Profit sharing plan, vacation. Box 771G, B•T.

Girl disc jockey. Must have personality and ability. Air and other work in station. Box 778G, B•T.

Continuity writer for large independent station. Excellent salary. Box 779G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with first phone, southwestern daytimer. Growth opportunity. Box 786G, B•T.

Top pay for PD-morning man with sell-ability. Must be able to handle personnel, program independent kilowatt going to 5. Experience required. Fishing, golf, winter sports area, in Northeast. All replies confidential. Send tape, resume to Box 804G, B•T.

Job with a future for qualified staff announcer with several years deejay experience Illinois kilowatt independent. News writing ability helpful. Liberal bonus, other fringe benefits, personal interview necessary. List age, education, experience in detailed resume. Box 822G, B•T.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word**
  $2.00 minimum
- **HELP WANTED 25¢ per word**
  $2.00 minimum
- **All other classifications 30¢ per word**
  $4.00 minimum
- **DISPLAY ads $15.00 per inch**

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Immediate opening top 5 kilowatt clear channel indie. About $6,500. Fast pace deejay and news, hard commercial sell. Also help produce copy and spots. Send tape, photo and all data. Suggest wire or phone Alan Torbet, Station KRAK, Stockton, California.

50 KW CBS station offers good pay, good hours for staff work to mature sounding experienced announcer. Send tape, photo and background to Frank Page, KWKH, Shreveport, La.

Montana, Glendive. Experienced radio announcer, preferably 1st phone. New downtown radio-television facilities. Write details, salary needed. Dan Palen, Manager, KXGN.

Tampa's leading radio station needs a top personality DJ. Up-tempo, enthusiastic, sincere! Must be production-conscious—not afraid of work with a future, with Tampa's most influential radio station—Radio Tampa—WALT. Send audition, background and photo to WALT, Tampa, Florida.

Good opening with good future for the right men. Solid background in radio plus voice and ability. Send tape, resume, photo to Reid G. Chapman, WANE-Radio, Fort Wayne, Indiana.

Announcer with first phone, emphasis on announcing. Immediate opening. Contact Dan Griffin, WBIG, Greensboro, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Staff announcer. We need another man with a few years experience. Pleasant living conditions, congenial staff. Must read news with authority, operate board. Salary open. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Immediate opening for good "rock 'n roll" announcer. Salary open. Must have tape, letter, picture at once. Radio Station WDOL, Box 429, Athens, Georgia.

Top DJ's—position now available with music station. Send tape, photo and resume to WDVH, Gainesville, Florida.

Account executive for music-news, guarantee $125.00 per week (not draw) or 15 percent whichever is greater. No ceiling on earnings. Top Pulse station. No restricted list. Easy to make $12,000 second year. Send full information to WLLY, Richmond, Virginia.

First phone announcer wanted. Salary excellent, good station, nice town for family man, call W. H. Wren, WLSD, Big Stone Gap, Virginia.

Illinois—WSMI, Litchfield, seeks experienced, stable announcer. New building, air conditioned. Midwestener preferred. Send tape, resume.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately—do news and hard sell commercials. Send full resume and tape. (Tape returned promptly.) Attention: Dick Kline, WTAC, The Big Station Inc., P. O. Box 929, Flint, Michigan.

Technical

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 626G, B•T.

Engineer to cover several states, installing and servicing specialized audio devices. Good salary plus expenses. Transportation supplies. Application should include list of experiences and references. Personal snapshot must be included (not returnable). Box 775G, B•T.

Engineer wanted: Combo, engineer and announcer. Job immediately. Prefer family man. Send photo, qualifications, east Texas station. Box 802G, B•T.

First phone combination. Technical and announcing. Pioneer Oregon station going to 5 kw within month. Modern transmitter building, finest equipment. Prefer western man. Permanent, good salary. Ideal living. Must have experience. KBND, Bend, Oregon.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Engineer, $60, 40 hours. Experience unnecessary. WGTC, Greenville, N. C.

Engineer with first-class license. Radio and tv experience. Paid hospitalization and insurance. Union scale. Give full resume first letter, enclose recent snapshot. Write Chief Engineer, Radio Station, WJEF, Pantlind Hotel, Grand Rapids, Michigan.

Excellent opportunity for engineer-announcer. 1 kw daytimer. Good pay and working conditions, 40 hours. Contact WTUX Wilmington, Delaware.

Programming-Production, Others

Radio continuity director for midwest station. Prefer woman. Salary and working conditions good. Aggressive operation with good future. Send resume and photo. Box 711G, B•T.

Radio copywriter wanted by top southwestern station. Must be professional. Box 753G, B•T.

NO MATTER HOW **you look at it, a classified ad on this page is your best bet in getting top-flight personnel**

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced copywriter for Texas 1 kw daytimer Send full details and sample copy first letter. KFRD, Rosenberg, Texas.

Young woman continuity writer. Immediate opening, qualified by experience or college training in journalism or radio speech, write advertising copy. Fulltime, must be proficient typist. Personal interview required. WKAN, Kankakee, Illinois, 36633.

Radio continuity writer. Capable woman with some experience writing radio copy. Address Program Director, WOC-Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

Girl to handle traffic and some correspondence. Excellent pay to the right girl. WPAQ, Mt. Airy, N. C.

Program director—office manager—top metropolitan independent. No announcing—24-34—experienced copy-traffic—production. Present man promoted. Top salary—tough challenging position. Write or call for immediate interview. William Anderson. Box 2667—telephone 5-6868—Jackson, Mississippi.

Situations Wanted

Management

General manager, age 32. Primarily a salesman, with energy and know-how to build business and a competent sales force. Good with personnel and programming. Box 701G, B•T.

Young assistant manager desires chance to manage. Now employed at number 1 station in metropolitan market. Experienced all phases. 1st class license. Family man. Current salary $7,200. Box 757G, B•T.

Is your station sick! Perhaps I am the doctor. Young, aggressive, experienced manager now available. Present station sold. If you are looking for dollar volume I am your man. Box 786G, B•T.

Husband and wife team. If you want a swingin', money-makin' music and news operation "Gal Friday" and myself will do it. Ten years experience in all phases of the business, a portion of that with the most well-known, independent operation going. 36 years old and want to make us all more money. Box 791G, B•T.

Sales

Experienced salesman, sales manager, loves challenge. Broad experience sales . . . other phases radio and tv. West, or Florida. Box 772G, B•T.

Salesman—announcer or straight sales, 27, 6 years experience, all phases, currently commercial manager of kw past three years. Am seeking greater opportunity to prove potential. Box 773G, B•T.

FIELD REPRESENTATIVE

National industry organization has immediate opening for Field Man to handle member and prospective member contact work. Radio and/or TV sales experience desirable. Nearly fulltime travel by own car, mostly Northeastern USA. Salary and expenses. Send complete resume and photo first letter.

Box 824G, B•T

RADIO

Situations Wanted—(Cont'd)

Sales

Young, aggressive, experienced commercial manager now available, 18 years experience. Capable of total management all phases of operation. Strong on sales and production. Lets make money together. Box 797G, B•T.

Radio salesman with 8 years experience in 5,000 watt station seeking position as sales manager or station manager in Indiana, Ohio or Illinois. Box 801G, B•T.

Hardworking, imaginative salesman who can double as PD, announcer. Excellent experience record. Prefer Texas, Arizona, New Mexico. Box 811G, B•T.

Salesman - announcer experienced, promotion minded, excellent voice, reliable, available immediately. Box 827G, B•T.

Seeking permanency in competitive market. Sales-first phone-announcing-college-experienced south or Texas . . . Ben Louden, 105 South Main, Sylacauga, Alabama. Phone 2-7181.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 523G, B•T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 524G, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 572G, B•T.

Announcer: Experienced play-by-play. Newsman. Top 40 deejay. Married. Advancement wanted. Box 669G, B•T.

Play-by-play, staff, 3 years experience. Northeast or midwest. $80 minimum, air check. Box 720G, B•T.

DJ, experienced . . . married, draft exempt. If you want an audience sold and entertained . . . try me . . . available now. Box 721G, B•T.

Smooth, aggressive deejay. Emphasis on production—know music. Hard punch commercials. Air tape and best references. Answer all American and east Canadian replies. Box 731G, B•T.

Staff announcer. local news, copywriter, all phases. 10 years experience. Currently employed Buffalo. References. Strong on news. Every reply considered. Tape available. Box 770G, B•T.

DJ, experienced, pep commercials, knows music, programs move. family. Box 780G, B•T.

1st phone, 6 years tv and broadcast; 1½ years as chief, college EE, and night school. 5 years electronics, non-drinker, permanent only. Box 781G, B•T.

DJ-announcer, flexible personality, recent radio school grad, interesting program ideas, fine voice quality. Box 784G, B•T.

Family man. 27. College background. 5 years production announcing. Common sense DJ. Strong standard pops, country. No rock 'n roll. Top sports. Permanent position desired with opportunity to double tv preferred. Currently employed retail sales Miami. Salary open. Prefer south. Box 785G, B•T.

Student available for summer. Experienced—large, eastern, metropolitan, network affiliated station. First phone. Some announcing. Box 790G, B•T.

Staff announcer-presently employed south. Wish to relocate northeast. One year experience. Smooth DJ-strong news, commercials. Tapes, resume on request. Box 792G, B•T.

Summer replacement announcer—experienced, dependable, mature, taught broadcasting, production. Copywriter. Box 795G, B•T.

Combination morning man-salesman. 18 years in business, loaded with ideas on how to make your station money. Minimum $100. Guarantee against commission. Box 798G, B•T.

I am a young, experienced hillbilly DJ who wants work with a small station. Have a good audience now but want to change address. For tape, etc. write Box 807G, B•T.

Sports-director. Play-by-play. Sports show. Five years experience. Radio-TV combination. Tape. Box 809G, B•T.

Announcer, first phone. Five years experience. $100. Forty hours. Box 819G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Desire sport-special events, 15 years experience both AM-TV. Box 826G, B•T.

Mature announcer . . . news . . . rewrite . . . etc. Hack Corby, 800 Schumacher Drive, Los Angeles 48. WEbster 1-5615.

Beginner announcer, 29, married, will travel. Seeking permanent fulltime announcing position. Dale Cullen, R 1, Box 190, Elkhorn, Wisconsin.

Combo, experienced 1st phone, ham, college grad., married, locate anywhere. Ken Orchard, 43 North Halstead Street, Pasadena, California.

Staff announcer seeking advancement. Presently employed . . . Mutual affiliate. Originally from Chicago area . . . prefer that locality, but will take good offer elsewhere. Awarded for broadcasting during disaster. Relaxed, easy-going personality DJ. Excellent on news and commercial copy. Send replies to George Ryan, 203½ Scott Avenue, Pikeville, Ky. Phone 1711 (call during day).

DJ, experienced. Variety man, strong on news, good pitchman-salesman. 737 11th Street, N. W., Washington, D. C.

Technical

Chief engineer, Washington, D. C., vicinity (Maryland, Virginia or West Virginia). Twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Box 576G, B•T.

First phone engineer. Maintenance experience. Want position offering advancement opportunities. Box 774G, B•T.

1st phone, announcing school graduate, beginner, no car, $75. Berkshire 7-6721 after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Newsman—all phases. Ten years radio experience. Tape and copy on request. Box 776G, B•T.

Woman copywriter and announcer desires position. Radio school graduate, plus ample experience. Presently employed. Box 799G, B•T.

Summer employment needed by idea girl, experienced in traffic, copy writing, announcing and running board. Box 803G, B•T.

Program director, able to handle operations, also announce and direct. Box 806G, B•T.

Program director, experienced in compiling local newscasts. Have been successful at selling radio time. Prefer medium or small market, south or southwest. Box 810G, B•T.

Present continuity director, announcer with some TV experience desires permanency, future. Preferably midwest. Run own board. Family man, college graduate. Box 812G, B•T.

Continuity; fast, efficient, versatile woman writer. Excellent references. 11 years experience radio-television. Available immediately. Box 813G, B•T.

Experienced program man wishes to relocate in southeast. Box 821G, B•T.

Production manager-program director, co-ordinator. 12 years radio-television. On the ball. Employed, references. $175.00 week, minimum. Box 832G, B•T.

TELEVISION

Help Wanted

Management

Sales manager with energy and ideas can go far in this job with vhf in rich southwest market. Box 749G, B•T.

Right hand man to assist manager of southwestern vhf. Must be capable of taking active part in sales, production, programming and promotion, and directing station staff. Excellent opportunity for qualified man seeking advancement. Give all details including experience and present salary. Box 788G, B•T.

Sales

Hard-working commercial manager for established vhf station in one of Texas' fastest growing markets. Box 750G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Box 755G, B•T.

Salesman, television. Active account list of local and area clients. Position open immediately. Base and incentive plan. Old established operation with excellent network, facilities and wide acceptance. Southern area. Give complete story with photograph, first letter. Box 817G, B•T.

Salesman to replace senior member of staff now servicing substantial list of major accounts. Highly attractive guarantee and incentive arrangement. WFBM-TV, Indianapolis, Indiana. Wire or write Commercial Manager, Don Menke.

Announcers

Television-radio announcer with quality voice, pleasing appearance and ability to sell product. Texas stations. Box 748G, B•T.

Producer-announcer with ideas, energy. Texas station. Box 752G, B•T.

Opening for top-flight announcer strong on news and commercials. Will consider radio announcer seeking tv opportunity. Good salary. Contact Burton Bishop, KCEN-TV, Temple, Texas.

Florida vhf seeking announcer-director with commercial television experience. Position available immediately. Top pay for right man. Tape, brochure, picture to Program Director, WCTV, P.O. Box 3166, Tallahassee, Florida.

Technical

Television engineer. First class license. Excellent pay and working conditions. Major southeastern market. Network station. Send detailed resume to Box 782G, B•T.

Transmitter engineer for mid-west station. One of nation's top stations. Salary, vacations, other benefits above average. Finest equipment. Radiotelephone First License required. State experience, education, and provide a recent snapshot. Box 800G, B•T.

3 engineers by June 15th. 1 year studio or transmitter maintenance experience, first phone license. Pay $5,100, with excellent vacation, retirement, sick leave and other public school employment benefits. Contact immediately, Herb Evans, WTHS-TV-FM, 1410 N.E. 2nd Ave., Miami, Florida.

Television studio and transmitter engineer. Immediate opening with progressive, well established company for first phone licensed man. Full resume salary desired, recent snapshot with first letter. Herbert H. Eckstein Sr., Chief Engineer, WTVO, P.O. Box 470, Rockford, Illinois.

Wanted immediately: 1st phone studio and transmitter engineers. Write Chief Engineer, WYES, 4920 Canal Street, New Orleans, La., stating experience and salary desired.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Programming-Production, Others

Award-winning midwest television newsroom looking for radio or television newsman. Must be good beat man. Box 651G, B•T.

Director-announcer with dependability and originality. Must be able to switch. Box 746G, B•T.

Film editor with good background. Texas vhf. Box 747G, B•T.

Continuity writer, television-radio experience. Must be able to turn out copy with speed, imagination. Box 751G, B•T.

Tv continuity writer. Capable woman with minimum of one year's experience writing tv copy. Ability with variety of accounts and to meet well with clients necessary. Address Program Director, WOC-TV Davenport, Iowa. And include copy, samples and snapshot together with experience resume.

Immediate opening for traffic manager. Tv only operation. Send information to the General Manager, WTVO, Rockford, Illinois.

TELEVISION

Situations Wanted

Management

Creative, aggressive assistant sales manager. Strong on tv production, programming. Box 730G, B•T.

Sales manager—highly experienced senior salesman with best tv representative. 10 years experience, middle 30's, outstanding references. Wants change to vhf top market station. Must have incentive plan. Wish firm with public service and profits as goal. Box 743G, B•T.

General-sales manager—8 years radio sales and management—4 years tv sales manager—strong local and national sales in competitive markets. Strong promotion-programming. 35 years old. Presently employed. Write Box 783G, B•T.

Announcers

Eleven years all phases radio-tv announcing. Top references. Box 793G, B•T.

10 years background, announcer-director-programming. Successful children's, news, weather, wrestling shows. Looking for progressive operation offering advancement. Box 805G, B•T.

Technical

1st phone, ham, college grad, married, no experience, will locate anywhere. Ken Orchard, 43 N. Halstead St., Pasadena, California.

Programming-Production, Others

Fire-ball producer-director . . . presently stagnating in unprogressive operation. References. Box 777G, B•T.

Experienced program director, practical, hard-headed, no yes man, desires position with good progressive station. Family man, college graduate. Box 823G, B•T.

Director, 4 years experience. 7 years R-TV announcing. 31, mature, degree. Budget-conscious, creative. Box 818G, B•T.

FOR SALE

Stations

Texas 250 watt 1370 kc DT, county seat town of 6,000, remote control, all new equipment, 7 employees. Price $40,000, minimum down $10,000; or 25% interest at $10,000 with $3,000 down. Our No. 9881. May Brothers, Binghamton, New York.

Far northwest college town, 250 watt am, equipment first class, town and fringe 9,000, fifty mile coverage. Grossing $22,000, no sales force. Priced at $50,000 with $10,000 down. Our No. 9886. May Brothers, Binghamton, New York.

Oregon, 250 watt 1240kc, equipment all new, 3 county market of 41,000, listeners 40,000, grossing $45,000 net 18%, 5½ acres, 50 x 30 building, 205 ft. tower. Price $50,000 with $19,000 down and $380 mo. Our No. 9906. May Brothers, Binghamton, New York.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

Ampex 400 with new drive motor. Good condition. Best offer takes it. KARL, Northfield, Minnesota.

For sale: Gates 1,000 watt transmitter, used 2 years in daytime station; Gates monitors; 225 foot tower, with lights and light controls, now standing; co-ax cable, 1 RCA turntable with pick-up and filter; 1 cabinet back; one open rack; one PO 3 RCA remote amplifier; Altec limiter; monitor speakers and cabinets and other miscellaneous items. Write WDOR, Sturgeon Bay, Wisconsin.

FOR SALE

Equipment

Mobile broadcast studio. Converted air-line bus. Completely equipped. Reliable range 20 miles. WEOK, Poughkeepsie, N. Y.

Quitting business, sacrificing Presto 8-N cutters, tape recorders etc. Green label 16 inch transcriptions $1.25. Rex Recorders, Bernice Building, Tacoma, Washington.

Pro-200 Auricon, amplifier, Berthoit Zoom lens, Schiansky tripod. $1,850 for all. Dick Brown Company, 2501 North Stiles, Oklahoma City.

WANTED TO BUY

Stations

Private sales and independent appraisals. Serving the Southwest and Intermountain regions. Ralph Erwin. Licensed Broker. 1443 South Trenton. Tulsa, Oklahoma.

Equipment

250 to 3kw fm transmitter, Collins ring antenna, 200 ft. coax, 150 feet self-supporting tower with lighting equipment, Frequency and modulation monitor, program limiter, studio consolette. State description, condition and best price. Box 615G, B•T.

Fm receivers, crystal controlled, in quantity lots. State price. Box 794G, B•T.

Wanted: 1 kw W. E. AM transmitter type 443-A1. Quote price and delivery. Write Box 814G, B•T.

Want RCA-FM amplifier 10 kw. Also four-section pylon or six bay ring type antenna for high end of FM band. Box 820G, B•T.

Wanted—one or two RCA-73 series disc recording machines, with or without cutter heads. WINZ, Miami, Florida.

Have for immediate sale the following pieces of UHF equipment now set up for Channel 27—10 kc.

RCA type TTU1B	1 kw trans.
RCA type TTU12A	12.5 kw amp.
RCA type TTU25A	25 kw amp.
RCA type TFU46AL	Antenna
RCA type TFU21BL	Antenna
GE type 25C	Antenna
RCA 12.5 kw	Filterplexer

Also completely equipped DuMont studio including the following:

- 3 DuMont Cameras.
- 1 Cinecon complete with two film projectors, slide proj., and opaque.
- 2 Sync generators and one portable.
- 2 9 X 3 switchers with special effects amplifiers.

and other misc. pieces of UHF transmitter equipment and studio equipment.

For full particulars contact Gene Phelps, KPTV, 735 S. W. 20th Place, Portland, Oregon, CApitol 2-9921.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. **Guaranteed** instruction by master teacher. Phone **FLeetwood** 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Announcers

ESTABLISHED STATION

Major market out to clobber the competition and grab top ratings is completing revamping program policies. If you are a top-flight DJ loaded with talent-gimmick style, we want to hear from you immediately. Rush tape, resume to Dick Lawrence, Director of Programming.

Box 815G, B•T

TOP DEEJAY?

If you are looking for a top market — unlimited opportunity — finest working conditions—

and

want to live in America's great Rocky Mountain country

AND WE DO MEAN LIVE!!!

then tell us how good you are FAST!

Box 833G, B•T

Programming-Production, Others

WANTED: Alert young promotion man with basic understanding of publicity, promotion, merchandising. Understands management viewpoint, but good at follow-through on detail. Salary to suit qualifications. Send resume, including education, experience and picture, first letter.

Box 808G, B•T

RADIO

Situations Wanted

Management

GENERAL MANAGER CHIEF ENGINEER

Hard working, aggressive Sales Executive with more than 20 years experience in Radio Broadcast Engineering, Sales Management, Program and Announcing. Made four new installations including DA. Has an excellent record of sales and a proven economy type operation that will save you $12,000 a year or more in operating expenses. Sober, reliable, family man who has the ability to do many jobs well. Five years with present owner with average 33½ profit return on yearly receipts. Seeking profit sharing plan in larger market.

Box 787G, B•T

Announcers

ADD A NEW PERSONALITY

An aspiring Negro recently graduated from broadcasting school, capable of doing newscasts authoritatively, strong on commercializing, know my records, have solid personality for DJ. Box 825G, B•T.

PRESCRIPTION: **For Sad Station Managers with "Unhappy Hoopers, Poor Pulses and Anemic Nielsens!" Daily shots by No. 1 Show Surgeon now in major metropolitan market. Holder of D.D.J. and A.S. Degrees (Doctor of Disc Jockeying and Air Salesmanship). Have instruments, (hit records), will travel.**

Box 831G, B•T

Available
Dynamic
Rock 'n' Roll Disc Jockey
Top Rating
Box 789G, B•T

TELEVISION

Help Wanted

Management

Sales Manager Opening

NBC-TV station in excellent 2 station Midwestern market has opening for local and regional sales manager. Situation calls for experienced creative television salesman with ability to cash in on great local potential. Salary plus override. This opportunity with young growing organization. Send photo and complete info to General Manager.

Box 416G, B•T

TELEVISION

Help Wanted—(Cont'd)

Sales

TV SALES

Excellent Income

Local-regional position available within 3-6 weeks and you should be available within that time. Major network station, excellent market, eastern. Salary and commission. Send full details and include photo.

Box 816G, B•T

Programming-Production, Others

FILM SUPERVISOR

National organization has need for Film Supervisor with director and cutter experience. Must have experience in field of motion pictures and television. Prefer staff experience with large motion picture company, particularly in short subject field. Must be willing to travel extensively. Salary commensurate with experience. Resumes reviewed promptly.

Box 717G, B•T

FOR SALE

Stations

Radio Station For Sale

WTAW, oldest established radio station in Central Texas (licensed 1922). One thousand watts, daytime only, serving growing College Station-Bryan metropolitan area and prosperous Brazos bottom territory. Fully equipped, Collin's transmitter and Gates remote control transmitter equipment less than six month's old, tower, two-console studio equipment, complete studio and office furniture and equipment. Will lease transmitter site up to five years at very reasonable figure and allow 90 days for moving studio.

Sealed bids will be received until 10:00 a.m., Thursday, June 20, 1957, for the sale of the license and all equipment necessary to uninterrupted operation. The right is reserved to reject any and all bids. For inventory, other information and bid forms, address Comptroller, Texas A & M College System, College Station, Texas.

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

FOR SALE

Equipment

TV EQUIPMENT FOR SALE

1— DuMont 303A test oscilloscope 5" tube, illuminated scale, response 10 cycles to 10 mc.

1— DuMont 323 test oscilloscope 5" tube, illuminated scale, response 10 cycles to 10 mc, expanding variable notching feature.

In use about 18 months. In excellent working condition. Will consider any reasonable offer.

Station WDBJ-TV
P.O. Box 150
Roanoke, Virginia

INSTRUCTION

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 53rd year.

LELAND POWERS
SCHOOL OF RADIO TELEVISION AND THEATRE
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UPCOMING

May

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 20-21: Eighth annual Chicago Tribune Forum on Distribution and Advertising, WGN Audience Studio, Chicago.

May 20-22: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 24: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville, Tenn.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Holiday Motel, Mechanicsburg, Pa.

May 25: California Associated Press Television and Radio Assn., Beverly Hilton Hotel, Beverly Hills, Calif.

May 25-26: Louisiana-Mississippi AP Broadcasters Assn., Holiday Inn Motel, Monroe, La.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6: Southern California Broadcasters Assn., first annual sales clinic, Sheraton-Town House, Los Angeles.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainebleau, Miami.

June 13-15: Florida Associated Press Broadcasters Assn., Balmoral Hotel, Bal Harbour, Fla.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 14-15: Maryland-D. C. Radio and Television Broadcasters Assn., Commander Hotel, Ocean City, Md.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 20: Federal Communications Bar Assn., luncheon, Washington Hotel, Washington.

June 20-21: Colorado Broadcasters Assn., Glenwood Springs, Colo.

June 24-28: Annual convention, Advertising Assn of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

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company name

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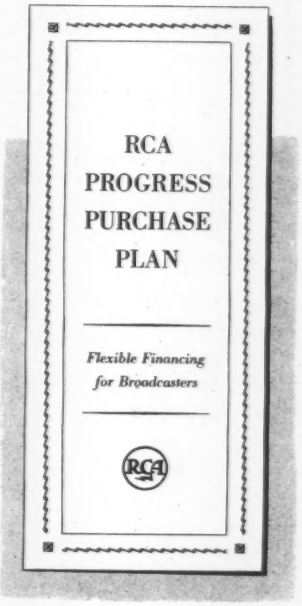
Planning a Radio Station?



Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

"GEE! Now there's a detergent!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

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QUAD-CITIES

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

RADIO & TELEVISION

FIRST IN RADIO

1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2

* All 68 stations outside of Chicago

CBS

REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Stanley V. Heath and Stewart E. Brown, appointed vice president and treasurer, respectively, of Wertheimer Freras (distributors of Chanel, Bourjois and Barbara Gould perfumes and cosmetics).

William L. Wernicke, radio-tv director, Morey, Humm & Warwick, N. Y., elected vice president.

Charles P. Michels, vice president, Gardner Adv. Co., St. Louis, retires after 40 years.

G. Kenneth Adams appointed account executive with Kal, Ehrlich & Merrick, Washington, D. C.

MR. FLINK MR. PINKNEY MR. PERDUE

Robert L. Flink, partner-art director, Ross Adv., Peoria, Ill., named account executive. **William R. Pinkney Jr.,** sales staff, WTVH (TV) Peoria, to Ross as head of newly-established radio-tv division. **Donald E. Perdue,** Biddle Co., Bloomington, Ill., to Ross as production manager. **Ken Westerdale,** formerly associated with local art studio, joins agency as assistant art director, and **Thomas B. Casey,** agency's art staff, named research-media manager. **John A. Flink,** recently released from service, also joins Ross.

Bernard Endelman, formerly owner of advertising agency, to Doyle Dane Bernbach, N. Y., as account executive.

Maurice J. Garrett appointed Los Angeles liaison executive for Kudner Agency, replacing **Stephen H. Richards,** appointed account manager on Buick Div. of General Motors in company's N. Y. office.

Donald L. McGee, Buchanan & Co., S. F., to Honig-Cooper, same city, as merchandising account executive. **Victor Lee,** Wank & Court & Lee, same city, to Honig-Cooper as art director.

Clayton G. Going to BBDO's L. A. office as account executive on newly acquired Western Airlines account.

◄ **Max Wylie,** formerly head of program supervision-development of new programs at William Esty Co., appointed production supervisior of tv shows at Lennen & Newell, N. Y.

Don Foth, art director for Ruthrauff & Ryan, L. A., to Charles Bowes, same city, as executive art director.

Robert Werden, formerly public relations director-account executive, Grant Adv., Dallas, to Florists Telegraph Delivery Assn., Detroit, as public relations director.

Robert F. Desmond, formerly art director at William Esty Co., to Burke Dowling Adams Inc., N. Y., as art director.

Jay B. Ford Jr., formerly with U. S. Potash Co. division, to assistant general manager of Pacific Coast Borax Co. division of United States Borax & Chemical Corp.

Ben Lipstein, formerly vice president and technical director of Audits & Surveys Inc., appointed assistant to president and technical director, Market Planning Corp., N. Y., McCann-Erickson affiliate.

Robert H. Davis, governmental affairs representative for L. A. Chamber of Commerce, to Erwin, Wasey & Co., L. A., as assistant research director.

George Kossman artist at BBDO and Leo Burnett Co., to MacManus, John & Adams, Bloomingfield Hills, Mich., as assistant art director on Pontiac Motors account.

Terry Galanoy, creative director, Grant Adv., L. A., to Erwin, Wasey & Co., same city, as senior copywriter.

Herbert C. Shalliol, formerly director of advertising-public relations for Heckerthorn Mfg. & Supply Co., Littleton, Colo., to copy staff of Galen E. Broyles Co., Denver.

Clyde B. Leech, formerly of Ketchum Inc., Pittsburgh fund-raising firm, to public relations staff of Gray & Rogers, Philadelphia.

Benita Camicia, formerly with Dole Pineapple Co., to Clint Sherwood Adv., S. F.

Hilly Sanders, vice president of radio-tv, Dan B. Miner Co., L. A., appointed vice-chairman of National Standing Committee on Radio-Tv Administration of American Assn. of Advertising Agencies.

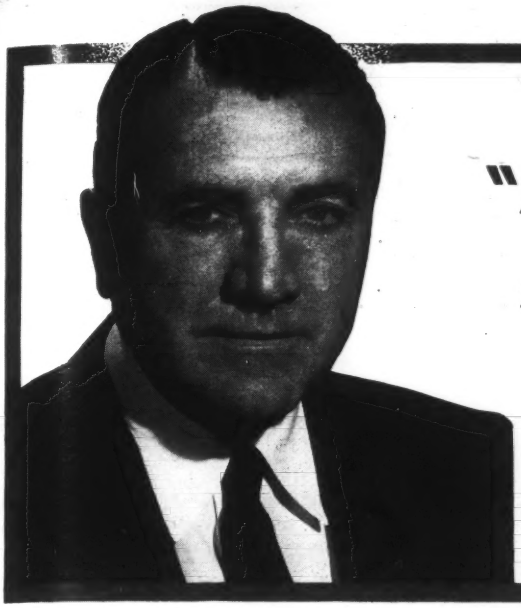
FILM

Edward J. Owens, formerly with MCA Film Div., and **Lloyd W. Krause,** branch manager of RKO Radio Pictures and RKO Television Productions, Detroit, to Associated Artists Productions sales staff as southern and New England representatives respectively.

Burton J. Rowles, writer-producer-director of industrial and documentary motion pictures and tv film, to MPO Productions Inc., (producer of tv film commercials and industrial films), N. Y., creative staff.

Kay Buell, former production assistant with Transfilm Inc., N. Y., and **Phil Donoghue,** studio manager of company, married May 11.

CLEAR CHANNEL BOX No. 8 N. LAREDO, TAMPS. MEX.



"Ad Age is highly stimulating reading"

says **WALTER GUILD**
President
Guild, Bascom & Bonfigli, Inc.

"Advertising Age is an intelligently constructed business paper. The features are well worth reading . . . the news is accurately reported and written with understanding and humor. Because Age also brings me the color and excitement of our profession, I find it highly stimulating reading."

WALTER GUILD

Mr. Guild believes in offbeat copy and unusual marketing techniques for the food accounts in which his agency specializes. He has successfully lead the introduction of many new products into the national market and reversed downward sales trends in established products. Before he formed the present agency in 1949, Mr. Guild had been a partner in Garfield and Guild Advertising Agency for six years and had worked as an account executive for the Garfinkel Advertising Agency for six years previously. He is a vice-chairman of the "4 A's", a lecturer on marketing, and recently authored the book "How to Market Your Product Successfully."

Ad Age is highly stimulating reading to most of the decision-makers who are important to you. More than just a news magazine, its dynamic presentation of each week's marketing news, trends and developments makes it "must" reading not only for those who *activate,* but those who *influence* important market and media decisions.

Guild, Bascom & Bonfigli is just one example from AA's powers-in-advertising audience. In 1956, G. B. & B. placed advertising billings of $8,462,955, of which $6,770,364 went into tv and $592,405 into radio. Among its clients are such important-to-broadcast accounts as Ralston Purina ($1,143,750 in spot tv for 8 products), Regal Pale Brewing Co. ($412,550—spot tv) and Skippy Peanut Butter ($149,180—spot tv.)

Every week, 8 paid-subscription copies of Ad Age go to the homes and offices of Guild, Bascom & Bonfigli executives. *Further, 10 paid subscription copies get read, routed and discussed among decision-makers in the companies mentioned.*

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

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BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

BMI
Stories
from the
Sports Record
Spring-Summer Continuities
Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the spring and summer sports scene.
This continuity package contains 12 fifteen-minute programs featuring the sports of the spring season . . . track, baseball, racing, tennis, along with some of the great anecdotes of the world of sports.
Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

PEOPLE

NETWORKS

Robert H. Fleming, chief of the Chicago bureau, *Newsweek*, to join Washington news staff of ABC June 3.

John B. Kennedy, has joined Mutual newscasting staff, will be heard over network starting June 3 broadcasting from network's news bureau in Detroit. Mr. Kennedy had 15-minute series on Mutual eight years ago and summer series last year.

Henry Behar, ABC-TV lighting director, married to **Phyllis Freyer** of Communications Counselors Inc., May 19.

John H. Brown, 53, radio-tv-stage-motion picture actor and best known for his role of Digger 'Dell on *Life of Riley* series on radio, died May 16 after heart attack. He also was founder member of AFTRA.

STATIONS

Karl A. Rembe, formerly sales executive, KVEN Ventura, to KIST Santa Barbara, both Calif., as vice president-station manager.

Scott McLean, internal media director, Grant Adv., N. Y., to WLW Cincinnati as general sales manager with headquarters in N. Y. **Dick Osborne,** national salesman, WLWC Columbus, Ohio, to WLW Cincinnati as assistant general sales manager.

George R. Collisson, salesman, WKY-TV Oklahoma City, to KTOK, same city, as sales manager.

J. T. Snowden Jr., Paul Chapman Co. (station broker), Atlanta, to WGTC Greenville, N. C., as sales manager.

J. Louie Solomon, commercial manager, WAUG-AM-FM Augusta, Ga., promoted to station manager.

◄ **Richard J. Butterfield,** general manager, WARD-AM-TV Johnstown, Pa., to KCRG-AM-TV Cedar Rapids, Iowa, as station manager.

◄ **John J. Black Jr.,** account executive, KTVX (TV) Muskogee-Tulsa, promoted to local and regional sales manager. **Henry J. (Hank) Davis,** formerly of WFAA-TV Dallas, to KTVX (TV) as salesman.

Larry Nolan, formerly sales-service chief of KOTV (TV) Tulsa, to KNAC-TV Fort Smith, Ark., as local commercial manager.

◄ **Caley E. Augustine,** formerly with WJAS Pittsburgh, to WIIC (TV), same city, as public relations-promotion director.

Bill Walker, promotion manager, KBTV (TV) Denver, to WFGA-TV Jacksonville, Fla., as promotion manager.

◄ **Bob Edell,** promotion manager, WGBS-TV Miami, to WJBK-TV Detroit, as promotion manager.

Jack Dolph, director, WCAU-TV Philadelphia, named assistant program manager; **Don Lenox,** producer-writer, named director of continuity; **Lionel Wernick,** business manager, and **Warren Wright,** executive producer, appointed in charge of color development.

H. Paul Field, commercial supervisor of *Jackie Gleason Show*, to WTVJ (TV) Miami, as commercial sales supervisor.

Jean Leonard, assistant to public service director, WBZ and WBZA Boston-Springfield, promoted to continuity supervisor.

Clark Pollock, program director, WNBF-AM-TV Binghamton, N. Y., to WLBR-TV Lebanon, Pa., as operations executive.

Johnny Carpenter, special events-sports director, KOIN-TV Portland, Ore., named public relations director.

Ernest N. Olivieri, film director, WHNC-TV New Haven, to WTIC-TV Hartford, both Conn., as film director.

Adrian R. (Specs) Munzell and **Dixon Lovvorn,** WIS-TV Columbia, S. C., promoted to executive producer-film buyer and program director, respectively.

John Behnke, radio-sales management, KYAK Yakima, Wash., to KOMO Seattle as account executive.

George Whitney Jr. to KSDO San Diego as sales representative.

John Woods, WTAG Worcester, Mass., to WAAB, same city, for morning show. **Ben Summers,** news editor, WMOO Milford, Mass., and **George Berkley,** news editor, WBZ Boston, to WAAB as staff announcer-night news editor and day news editor, respectively.

Dick Mahan, KGBC Galveston, Tex., to KXYZ Houston as mobile newsman.

Hugh Bader to WHB Kansas City as newsman-special-events newscaster.

William P. McGowan, news editor, WHCT-TV Hartford, Conn., to WCHS-TV Charleston, W. Va., news staff.

Michael D'Angelo Jr., formerly news editor, WCOJ West Chester, Pa., to WCAU-AM-TV Philadelphia news staff.

Carl Erickson, newscaster, WBEN Buffalo, N. Y., appointed chief announcer of WBEN-AM-TV.

Fred Huss, formerly of WKZO Kalamazoo, Mich., to WISH Indianapolis as announcer.

Bud Wendell, WDOK Cleveland, Ohio, personality, to KYW, same city.

Mary-Jean Paquet, production-newsroom secretary, WBZ and WBZA Boston-Springfield, to Westinghouse Broadcasting Co. as

and the giant punch board

This is a nuclear reactor. And neutrons from the tons of pure uranium metal inserted in these holes produce radioisotopes — the strange and wonderful prizes of the atomic age.

While these man-made radioactive materials have been available for only a short time in commercial quantities, they have already found a wide range of uses—in industry, in agriculture and in medicine where radioisotopes have practically replaced radium in the treatment of cancer.

Every day new uses are being found for uranium in nuclear power developments. To meet these present and future needs, Anaconda has developed reserves of millions of tons of uranium ore. These reserves, together with new ore processing methods pioneered by Anaconda at its Bluewater, New Mexico plant, have made Anaconda America's leading producer of uranium concentrate.

Other Anaconda products are also contributing to the expanding use of nuclear energy. Many are used in the actual production of radioisotopes, while lead—another metal produced in large quantity by Anaconda—is employed as radiation shielding wherever radioactive material is present.

Anaconda's role in nuclear energy is typical of the way in which its extensive line of non-ferrous metals and metal products—the broadest combination offered industry today—is contributing to America's growth and progress.

57280A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

assistant to national news correspondent **Roderick MacLeish,** Washington, D. C.

Chick Hearn, network sportscaster, to KRCA (TV) Los Angeles for Mon.-Fri. sportscast titled *Sports Review.*

Bob Wright, announcer-director, KERO-TV Bakersfield, Calif., to KRCA (TV) Los Angeles, as conductor of "Feature Desk," segment of station's *News Hour.*

Leeds Scofield to WTSP St. Petersburg, Fla., as early morning personality.

Bill Lydle transfers from sales staff of KOA to KOA-TV Denver.

Harold Levy to WGMS-AM-FM Washington, D. C.

Harold P. Kane, president-general manager, WJOC Jamestown, N. Y., elected to that city's Board of Education.

Norman Knight, executive vice president and general manager of Yankee Network division of RKO Teleradio Pictures owner of WNAC-AM-TV Boston, appointed chairman of radio-tv publicity for Boston's United Fund Drive to be held in fall.

Bernard C. Barth, vice president-general manager of WNDU-AM-TV South Bend, Ind., father of girl, Barbara Ann, May 9.

Don Pope, engineer, KHOL-TV Kearney, Neb., father of boy, Michael Joseph.

Edward J. Roth Jr., program director at WNDU-TV South Bend, Ind., father of girl, May 10.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., father of girl, May 11.

Howard T. Fleeson, Wichita (Kan.) attorney, died May 7 after heart attack. Mr. Fleeson formerly was director of KFH-AM-FM, same city.

REPRESENTATIVES

W. Thomas Dawson, sales promotion manager, WBBM-TV Chicago, appointed sales promotion manager for CBS-TV Spot Sales, N. Y.

MR. BRACE MR. TIPTON MR. TERRY MR. FONDREN

LEE FONDREN, KLZ Denver general sales manager, promoted to station manager and sales director; Jack Tipton, KLZ-TV Denver general sales manager, named station manager and sales director; Clayton H. Brace, KLZ-TV program director, appointed assistant to the president, Hugh B. Terry, working with both radio and tv.

◄ **Sam F. Hill Jr.,** CBS Television Spot Sales, Chicago, to N. Y. office as account executive.

Tom Boise, formerly manager of KSFD San Diego, to John Blair & Co., L. A., as account executive. **Arthur Vigeland,** formerly account executive for Ted Bates & Co., to John Blair, N. Y., as account executive.

◄ **Edward J. Ruffo,** formerly with Broadcast Time Sales, to Edward Petry & Co. as radio account executive in Chicago office.

Henry O'Neill, CBS sales, to New York tv sales staff of The Bolling Co.

MANUFACTURING

W. Hayes Clarke, national equipment accounts manager for centralized tube sales component of General Electric, named national accounts sales manager for receiving tube department with headquarters in Owensboro, Ky. **John E. Nelson,** GE's central regional manager for tube equipment sales, to eastern regional equipment sales manager, with offices at 200 Main Ave. Clifton, N. J. **Gordon E. Burns,** field manager for distributor sales in former centralized tube sales operations, named central regional equipment sales manager directing activities in 21 states, with offices in Chicago at 3800 N. Milwaukee Ave. **Bruce S. Angwin,** formerly with centralized tube sales operations, moves to similar post to Mr. Burns and Mr. Nelson in western region (nine states), with headquarters at 11840 W. Olympic Blvd., Los Angeles.

Rodney D. Chipp, director of engineering for manufacturing divisions of Allen B. DuMont Labs Inc., to radio communication laboratory of Federal Telecommunication Labs, as manager of systems engineering. FTL is American research division of International Telephone & Telegraph Corp.

Russ Ide, tv master control engineer, to Sarkes Tarzian Inc. (Broadcast Equipment division), Bloomington, Ind., as salesman, servicing Michigan, Ohio, Pennsylvania, Maryland, Delaware and New Jersey.

TRADE ASSOCIATIONS

Newton D. Baker, Black, Sivalls & Bryson, Kansas City, Mo., elected governor of ninth district of Advertising Federation of America.

Thad H. Brown Jr., NARTB tv vice president, and Mrs. Dalton Richardson married Thursday. They left on Bermuda honeymoon.

Standard Leads With the Best
Transcription Library Buy
Contains over 5,000 musical selections plus 400 jingles and commercial aids. Write for catalogue and complete details.
Sold Outright — Complete or Partial
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and, Standard Shorty Tunes.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

How to win "the battle of the bulge"...

EXTRA INCHES and pounds are health hazards . . . and they are signals to start reducing *now*. Remember, in 98 percent of the cases, *overweight* is due to *overeating*.

This does not mean that you have to give up all the foods you enjoy most. It does mean changing your eating habits to avoid unneeded calories.

Before you start dieting, *consult your doctor*. Try to do exactly what he tells you, especially about eating the *protective foods* that supply proteins, vitamins and minerals.

Many combinations of foods provide these essential nutrients. Here is a list to follow every day while you are dieting and daily thereafter:

Milk. . . at least a pint daily—preferably skimmed or buttermilk—including that used in cooking, or in milk products like cheese.

Meat, fish, poultry, eggs or cheese . . . two to three servings daily. Have meats roasted, broiled or boiled. Use lean meats or cut off the fat.

Potatoes . . . one daily serving, baked or boiled.

Cereal and bread . . . one slice of whole-grain or enriched bread at each meal.

Vegetables . . . eat at least three vegetables every day including one leafy green or yellow. Eat all the vegetable salad you want. Be sure, however, to use only lemon juice or vinegar dressing.

Fruits . . . two servings daily, including citrus or other sources of vitamin C, such as tomatoes. Skip the syrup that comes with canned fruits.

Butter or margarine . . . three small pats daily, including that used in cooking.

If you plan your reducing diet around these foods and avoid rich desserts, fried foods, gravies, sauces, cocktail snacks and second helpings, those extra inches and pounds will vanish.

Your new eating habits . . . if you stick to them *permanently* . . . may keep your weight down to the right level . . . and increase your chances for better health and a long, active life.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

THE SINGLE YARDSTICK FOR ALL MEDIA

And now the Pulse has added a new refinement: Cost per 1.0 rating

DR. ROSLOW

"ORANGES AND APPLES" is the traditional phrase used to point up the "impossibility" of comparing the broadcast media with their print cousins. A simple, single standard for measuring both has been the dream of broadcast research and sales people through the years. Last Wednesday, at a breakfast meeting in New York, Dr. Sydney Roslow, director of The Pulse Inc., told some 300 advertiser and agency executives that he had the answer: "a single yardstick for broadcast and print media." Moreover, he demonstrated, this yardstick also shows dramatically the strong cost advantage of radio and television over newspapers. Here, slightly condensed, is the text of the talk Dr. Roslow presented last week and which will also form the basis of similar Pulse breakfast presentations for agencies and advertisers in San Francisco, Los Angeles, and Chicago next month.

MANY factors enter into the decisions of the advertiser in determining how much money goes into newspapers, magazines, radio and television. There is no short and easy route the advertiser and his agency travel in allocating budgets across these vehicles of advertising. I am concerned with only one determinant. There must be, at some point along this road, an answer to the question of cost. This is a question of cost in terms of the size of the public reached by the advertising message. At some point along the route, the advertiser must know how much does it cost to communicate with each consumer by each of the vehicles employed. This cost alone should not determine the proportions of the total advertising budget going into each vehicle. However, it should not be entirely neglected either.

Paper is a tangible item. It has a permanent physical structure. It can be seen; it can be felt; it can be easily retained by the individual; it can be counted and weighed; it can be referred to again. This ease of paper in making its presence known has greatly misled the advertiser in obtaining an answer to the big cost question. It has lulled the advertiser into the ready acceptance of a "pseudo" answer to the big question. It has created in the advertiser's mind a pleasant attitude of self satisfaction and self praise for the appearance of his advertising copy on paper.

The advertiser has felt looming up inside himself a warm glow of contentment upon seeing his copy on paper. He has returned again and again to this paper to reread his message. He has filed it. He has shown it around to his friends and competitors alike. Has he also made the mistake of believing that all those who possessed this piece of paper had read his message? Has he also made the mistake of believing that all those who read his message have returned to it time and again, have saved the paper and have passed it along to friends and relatives?

The broadcast vehicle is totally different in its physical properties. And the difference is interpreted as making for important psychological differences when compared with the print or paper vehicle. The broadcast advertising copy is fleeting. It cannot be referred to again; it cannot ordinarily be filed by the consumer for later reference; it cannot be felt; it cannot be counted or weighed in the ordinary sense that sheets of paper can. It can't be shown around readily to others. In short, compared to a printed sheet of paper, broadcast advertisement has no physical structure.

The comparison I have drawn is of course a fictitious one. It is an artifact because of a certain mental outlook. It forgets that without the human factor, there is no physical structure to the printed vehicle of the advertiser's message. It overlooks the truth that without a living person to see the sheet of paper, to read the copy, to feel it, to store it, to refer to it again, to mention it to his friends, there is no sheet of paper and there is no advertising message.

And this is no different from the broadcast vehicle. The structure is not a physical one. It is a psychological one. It is in the existence of a person, a live person, who sees and hears the advertiser's message.

By constant reference to the permanent physical structure of the paper upon which advertising is placed, the practice has developed of quoting to advertisers the number of sheets of paper printed, sold, or delivered. A more dignified term has been coined to denote this count—circulation.

In the table (this page) the circulation totals are shown for the two newspapers in

Text continues on page 116

HOW FACTS WERE DISTORTED IN RICHMOND

Circulation* of Richmond Newspapers

(Taken from a report January 1957 issued by the research department of the Richmond Times-Dispatch, The Richmond News Leader)

Metropolitan Area & Outside Total	
Sunday (94%)	186,005
Morning (71%)	133,685
Evening (81%)	104,099
Morning & Evening (95%)**	237,784

* As of Sept. 23-24, 1956. There are 101,300 households in Metropolitan Richmond, which includes the city of Richmond, Henrico and Chesterfield Counties.

** Unduplicated.

Households Reached by Radio, Tv In Metropolitan Richmond

(From the January 1957 report—research department—Richmond Times Dispatch, Richmond News Leader)

Average ¼ Hour—Tune In

	WTVR (TV) %	WRNL %
8-10 a.m.	2.1	2.0
10-12 a.m.	3.0	1.4
12- 2 p.m.	1.3	1.2
2- 4 p.m.	2.5	0.7
4- 6 p.m.	13.5	1.4
6- 8 p.m.	17.9	0.7
8-10 p.m.	18.9	1.8

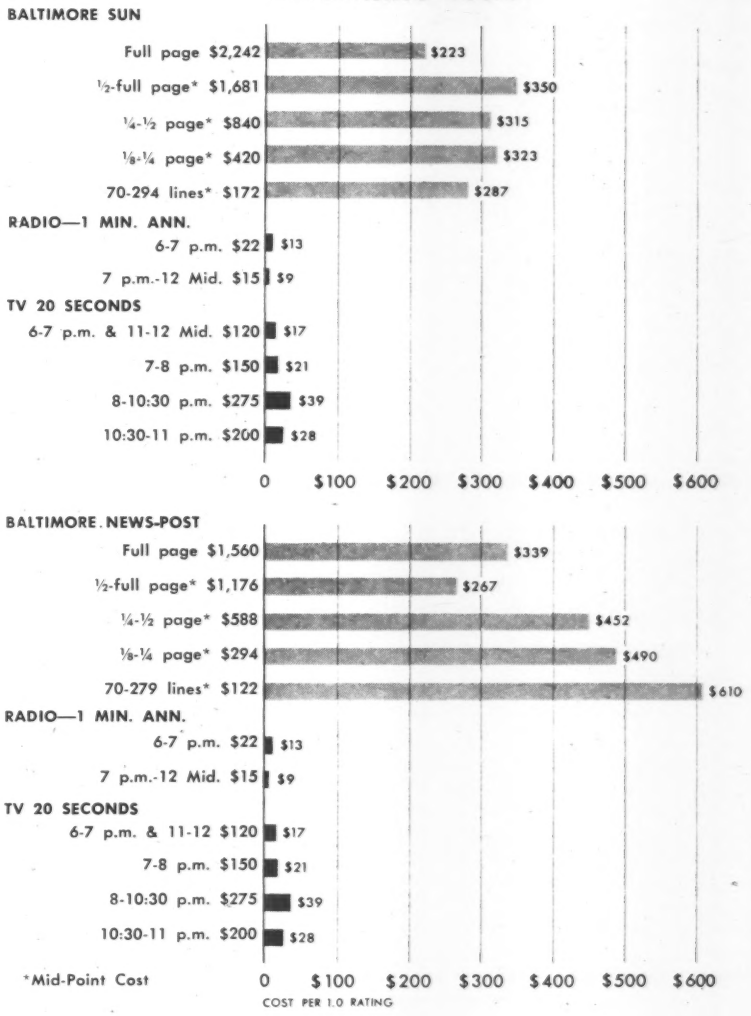
Radio and Tv Stations—Daily Circulation, Richmond

Radio	% of Homes Reached Daily Nov. 1956	Television	% of Homes Reached Daily January 1956
WRVA-TV	77.4	WRVA	77.4
WRNL	35.4	WTVR	80.6
		WXEX-TV	79.5

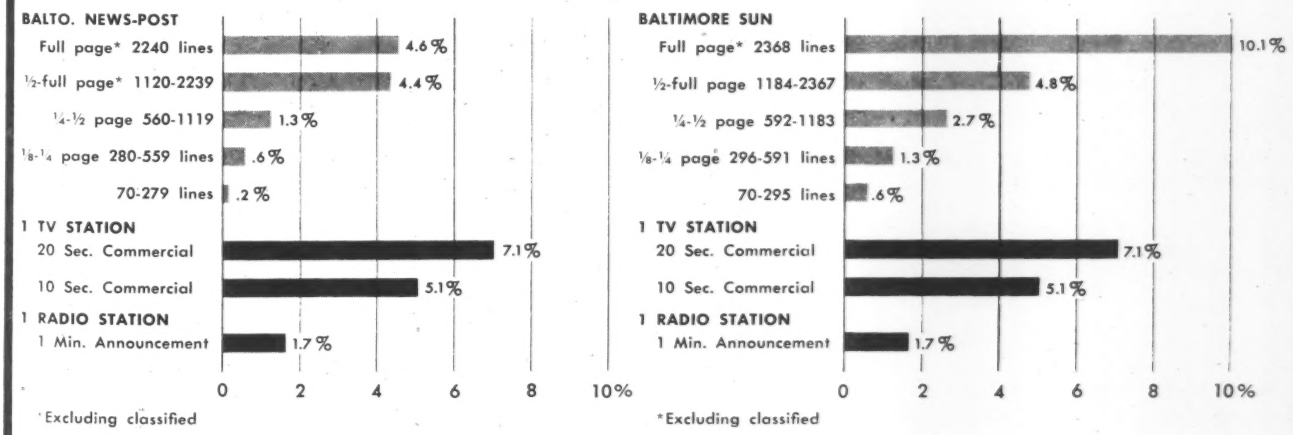
HOW THE PULSE METHOD INTERPRETS MEDIA COSTS IN BALTIMORE

APPLYING the single denominator to media in Baltimore, Dr. Roslow last week cited these cost figures as another strong and dramatic example of how television and radio most effectively do the job for the advertiser. These comparisons show (at right) the cost per 1.0 rating, a further projection of the remembrance ratings (below). See page 116 of text for explanation of procedures used.

ADVERTISING COSTS



ADVERTISING AND COMMERCIAL REMEMBRANCE RATINGS



Richmond. These circulations are grand totals. The copies go far and wide and way beyond the confines of the metropolitan district. It is easy to look at these big numbers and accept the fact that the advertising message has been printed on so many sheets of paper. Easy because physical counting of the sheets can be verified.

Radio has tried to emulate the newspapers in arriving at a big circulation number. This is generally not wise. Except the largest metropolitan cities with millions of population, the total number of homes reached by a station in the course of a day does not favorably compare with newspapers circulation counts.

As much as possible the space salesman uses the large circulation numbers in the answer to the cost questions. These are sizable numbers and the advertiser can well be pleased with such answers to the big questions. But let us not forget that these sheets of paper with the advertiser's message have no existence—none at all—unless a person, a living human being, sees the message.

The newspapers have abused the broadcast industry in making inappropriate comparisons. In Richmond, the January 1957 study by the newspapers compares quarter-hour rating figures for radio and television against newspaper total circulation charts. Thus, the pitifully small quarter-hour radio ratings are compared with gigantic newspaper circulation totals.

COUNTER-STEPS INSTITUTED

In the past two years, alert broadcasters have not only become aware of this practice by print media people of comparing average quarter-hour ratings or tune in with total daily newspaper circulation figures, but also decided to do something about it. I want to give full credit to the radio broadcasters in Salt Lake City, Denver, Seattle, Baltimore, the Southern California Broadcasters' Assn., the TvB, many others, who authorized and paid for studies conducted by Pulse in the effort to set the track records straight.

As mentioned earlier, an effort at a single yardstick was the concept of total circulation for the newspapers and for the broadcasting station. This has not been a huge success for the broadcasters for the most part and is not a true comparison. It is not a true comparison because in a circulation concept the home can theoretically have access to the entire newspaper at any time while it can not have access to the entire station at any time.

In broadcasting, the ratings measurement has advanced to a high degree of adequacy. Quarter-hour ratings have become the accepted unit. In newspapers, ad ratings have been taken but have not achieved the adequacy nor the acceptance of the quarter-hour ratings. The two units are different. The quarter-hour ratings are based on all homes while the general practice in the print field is to base the ad ratings on readers of the paper. Thus, in addition to these figures not being comparable, there is a psychological advantage in that the "ad ratings" will be higher because all non-readers of the papers studied are discarded from the base, then broadcast quarter-hour ratings which include the non-listeners of the station in the base.

Quarter-hour program ratings would be more like ratings of pages or editorial features in the newspapers. In other words, what is the rating for page six in the newspaper? Or what is the rating for the "fire" story reported in column four on page two of the paper?

Such ratings could be achieved but the comparison would still not be valid. In the quarter-hour of program broadcasting, the program is interrupted by the commercial. Thus the listener is in a sense a captive of the commercial. In reading the column in the newspaper, the advertising is adjacent to the column at best or is removed several inches from the column. Thus, the reader is not a captive of the advertising in the same sense.

If the technique for measuring ad notings is modified so that it resembles the technique for obtaining quarter-hour broadcast ratings, then a great step has been taken in achieving a single yardstick. Pulse has done this over the past two years.

A look now at Salt Lake City:

Ratings for Radio and Newspaper Advertising—Salt Lake City

	%
Average quarter-hour Rating of six radio stations	**3.4**
Average Rating for Ads in the *Salt Lake City Tribune*	3.4
Average Rating for Ads in the *Deseret News*	3.7

Such results [as those shown for Salt Lake City] have been found in all the studies made of newspaper ad ratings. The ratings are the same as those obtained for broadcasting. They are based on all homes. The interview technique is the standard Pulse aided recall technique. All the members of the household have joined in the interviews. They have looked at the advertisements on each page of this paper and identified those seen that day or last night. The mere identification of having seen the advertisement is credited. No requirements were established for amount of the copy read, or detail remembered. This is the same procedure when the members of the household identify the programs on the roster as having been heard today or last night.

In all the studies the average ratings for the newspaper advertising have been low and the average quarter-hour ratings of broadcasting have compared most favorably with these newspaper ad ratings. Applying cost figures to such ratings have yielded tremendous advantages for broadcasting. Los Angeles offers another comparison as an example.

Commercial Remembrance in L. A.

Times (¼-⅛ page)	1.6%
Mirror-News (¼-⅛ page)	1.4
Herald-Express (¼-⅛ page)	1.0
Examiner (¼-⅛ page)	.5
Radio (Announcements)	**1.0**

Those who have line costs and station time costs readily available can quickly compute the tremendous advantage of radio over print.

Critics quickly point out that the comparison in the above has been one of placing two different things side by side even though the method has been the same. These two things are "Ad Ratings" or the remembrance of newspaper advertisements compared with quarter-hour ratings or the remembering of programs. The broadcasting commercial has been placed in the quarter-hour and its remembrance is not the same as the program remembrance.

The final step then is to attain commercial remembrance ratings for broadcasting advertising. The most complete analysis was finally done in the most recent experiment in Baltimore (see tables, page 115). There a tv station and a radio station were monitored one night from 6 p.m. to midnight. Then, the next evening, viewers and listeners to these two respectives were shown the list of commercials which were aired and were requested to identify those remembered.

This is the same as showing readers the advertisement in the paper and asking them to identify those remembered. All non-viewers, non-listeners, non-readers are included in the base so that the measurements have the same meaning.

These comparisons show that newspaper costs can be 40 times over radio, and 15 times over television depending upon stations, papers, amount of newspaper space and length of broadcasting time, etc.

SUGGESTED: RIGHT USE OF BOTH

The end result I see is not a case of either-or but rather intelligent use of both print media and newspaper media. A full page of a supermarket advertisement is a case in point. There must have been at least 50 items on the page. Its rating was only approximately 11%. Could it have been 30% if properly exploited with broadcasting support? Could each of the 50 items achieve 11% with broadcast? Large amounts of space have achieved high ratings. But television has achieved high ratings also. And the radio ratings look very good at the most casual comparison with the smaller amounts of space. But the real test is the cost. What does it cost to deliver a 1.0 rating in the newspapers in comparison with broadcasts? (See page 115.) And on this basis the broadcast media have a strong advantage.

The plain sense of these findings is not one of criticism of the printed advertising. Rather it is to point out that when comparable measurement methods are employed, the broadcast media can stand up to the print media. It suggests that a re-examination and re-allocation of advertising budgets may be in order. Newspapers have been effective. Advertising in the print media has sold goods. But this has been built on small numbers of persons seeing the ad and not on large circulation numbers. In radio and television the ratings are generally larger. The coordination of the two media—print and broadcasting—can result in much greater numbers of persons reached by the advertiser's message. But such a determination can come from true measurement and this in turn must lead to more ideal utilization of these two forms of advertising.

TOPS in Rochester, N. Y. is Channel 10 with * 15 of the Top 16 Favorite TV Programs!

TOPS in every category!

Comedy, Mystery, Drama, Juvenile
Western, Quiz, Variety, Serial, Network News,
Local News & Weather and Sports!

TOPS in the Morning Six days out of Seven!
SHARE OF AUDIENCE 60%

TOPS in the Afternoon Five days out of Seven!
SHARE OF AUDIENCE 53%

TOPS in the Evening Seven days out of Seven!
SHARE OF AUDIENCE 58%

and . . . out of 459 competitive weekly quarter-hours in Rochester, Channel 10 rates FIRST 277 times plus 6 first-place ties!

CBS TELEVISION

*LATEST ROCHESTER TELEPULSE SURVEY MARCH 1957

NATIONAL REPRESENTATIVES:
THE BOLLING CO. WVET-TV
EVERETT-McKINNEY WHEC-TV

ROCHESTER, NEW YORK

IT ALL ADDS UP TO 10

DON'T RELY ON YOUR TRANSOM; PLAN THOSE SALES CALLS

A FEW YEARS ago, Bill McKibben believed that most salesmen work on a schedule with systematic calls. But, confesses the commercial manager of WDEL Wilmington, Del., his checks since then show that a surprisingly high percentage of sales activity is carried on in a hit-and-miss manner. Accordingly, Mr. McKibben has outlined a fundamental procedure to help alleviate the problem. He suggests station managers would do well to check their sales forces to see if such forced scheduling is being practiced. Let Mr. McKibben tell it:

IN AN AGE where sales is fast becoming a profession, we have hundreds of radio salesmen running loose on the streets with only the vaguest idea of where they are going.

There are many important factors that lead up to a sale, but no one ever made a sale *without first making a call.* It follows that the more good solid calls you make, the more sales you make. And the only way you'll ever make more calls is by advance planning and scheduling. To do this you must set up a schedule and live by it, day to day. And if you're one of those salesmen who feels he just never has enough time to get everything done, the chances are your own particular schedule is bad.

An article in the trade press on recruiting salesmen remarked that the business machine companies have well trained salesmen. That they do, and their training is based on organized planning. You might be able to woo away a few of those business machine boys, but the chances are better you can organize your own sales force. Or, if you're an individual salesman, you can organize your own work so your station won't need business machine salesmen.

First, find out who your prospects are. Make up a real, honest-to-goodness prospect file. Don't just put some poor gal in your office to type a card for every business in town. Sit down and spend some time listing the businesses for which your station can do a job, and be sure they have enough money to make them worth pursuing. Put the names of the accounts and any other pertinent information on index cards and set up your file.

Then have each of your salesmen set up a personal account file with the name of the business, the contact's name, and the business and home addresses and telephone numbers. Leave the rest of the card to record the date of each call made on the account, and insert the date of your last call.

One more set of files, and you're in business! A teaser file for each salesman, with dated indices for one full month in the front, and a set of monthly indices behind them. Now you're ready to plan next week's work!

Set aside a half day and lock yourself up with your files. Use a Saturday morning or Friday afternoon. Take a daily memo book and line it so as to give you a block for every morning and afternoon of the following week. First, take out of the teaser file all the calls you know you have to make next week, and decide when you're going to make them. Then go through your personal account file and see how long it's been since you called on each of your accounts. You'll soon have enough calls set up for a week's work.

You'll find just the man for that news availability you have, and for many other avails too. You'll find some active accounts that will be a lot easier to handle come renewal time if you make service calls now. In fact, you'll probably find more calls to make than you have time, so decide how many you do have time to see. This will vary with the type of calls and the area you have to cover.

If you plan to make five calls a day, you'll spend all day making them. If you plan to make ten a day, you'll get them made if you know you have to make them, and know where you're going after each call. Most important, know exactly what you have to say to every man you see. If you're just going to say "hello," then know you're just going to say "hello" when you walk through his door. Whenever possible, call the guy and find out when he can see you before you put him on your planning sheet.

There are lots of other things you can do with this planning time: write thank-you letters, sales letters, proposals, etc. But be sure that every week you make a notation of the date of every client call in your personal file, so you'll know when you called on him last. And be certain every account is contacted regularly.

This is what this system will do for you and your station: It will keep your active accounts happy (and when they have some extra money, you'll be there to get it). It will make renewals a matter of course. Your inactive accounts will find you on their doorsteps when they're ready to move. And even if you can't sell 'em, you might wear 'em down. You'll find that you do have time to see those guys you've been meaning to get to. And, best of all, you'll make more sales and more money.

This outline is not intended to be a set pattern, but rather a place to start. From here you can go on and add all the other things you feel you should be doing.

Don't start on it tomorrow, do it today, or you'll be just like Herb Gardner's "Nebbishes," who say, "Next week, we've got to get organized."

Thousands of result-producing dollars are just waiting to find their way into radio. And if you're going to get your share, you've got to get organized THIS week.

PLAYBACK

QUOTES WORTH REPEATING

DISSECTING THE TV CRITIC

JACK GOULD, himself a television critic and inhabitant of that area east of the Hudson, in the May 19 New York Times *tells where tv critics strike out.*

THE basic flaw in tv criticism is the critic's presumption that he is equipped to review anything and everything. . . . The cultural conceit of the television critic is unparalleled in its fundamental arrogance. Even commercial tv recognizes the need for different specialists in different fields; the tv critics are the only ones not so troubled.

The tv critic is the lord and master of a vacuum. His profound judgments come after the fact. A program may be over and done with, never to be seen again, and then the critic arises with all his solemn dicta about how it should have been put on. His is an exercise in frustration because he cannot fulfill the critic's true function of directing the public to the meritorious and steering it away from the mediocre.

The New York tv critic tends to reflect—or hopes he does—his community's reputed sophistication. But television has a broader obligation to serve the entire country. Neither economically nor artistically can it afford to pander to the tyranny and intolerance of an intellectual minority. Programs go out across the country; critics don't.

. . . The critic, for all his idealistic concern for artistic integrity, has the negative effect of discouraging the handful of sponsors or network officials who had just been persuaded to get their feet wet in programming of higher cultural content.

. . . Let them get clobbered often enough and they will just give up and revert to the type of programming that critics claim to deplore. It is enough to accept the lower rating that may go with financing a so-called cultural undertaking; it is too much to pick up a newspaper and be upbraided for failure.

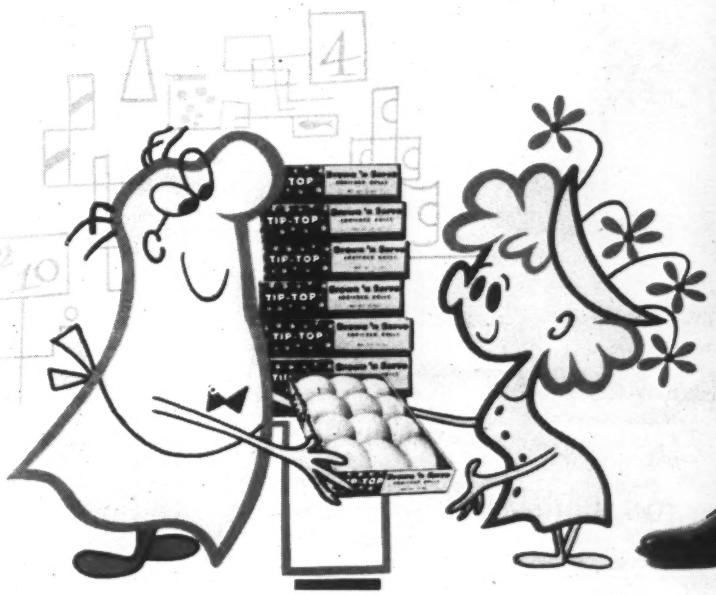
Why J. Walter Thompson Timebuyer Selects

Crosley WLW Stations for Ward Baking Company

"WLW Stations do more than just take your time dollars. Their staff of merchandising-promotion experts work right along with the advertiser's sales people and follow through with trade contacts--buyers, brokers, distributors, store managers. Yes, I'd sure say that the WLW Stations offer Tip-Top service everytime, all the time!"

Mario Kircher

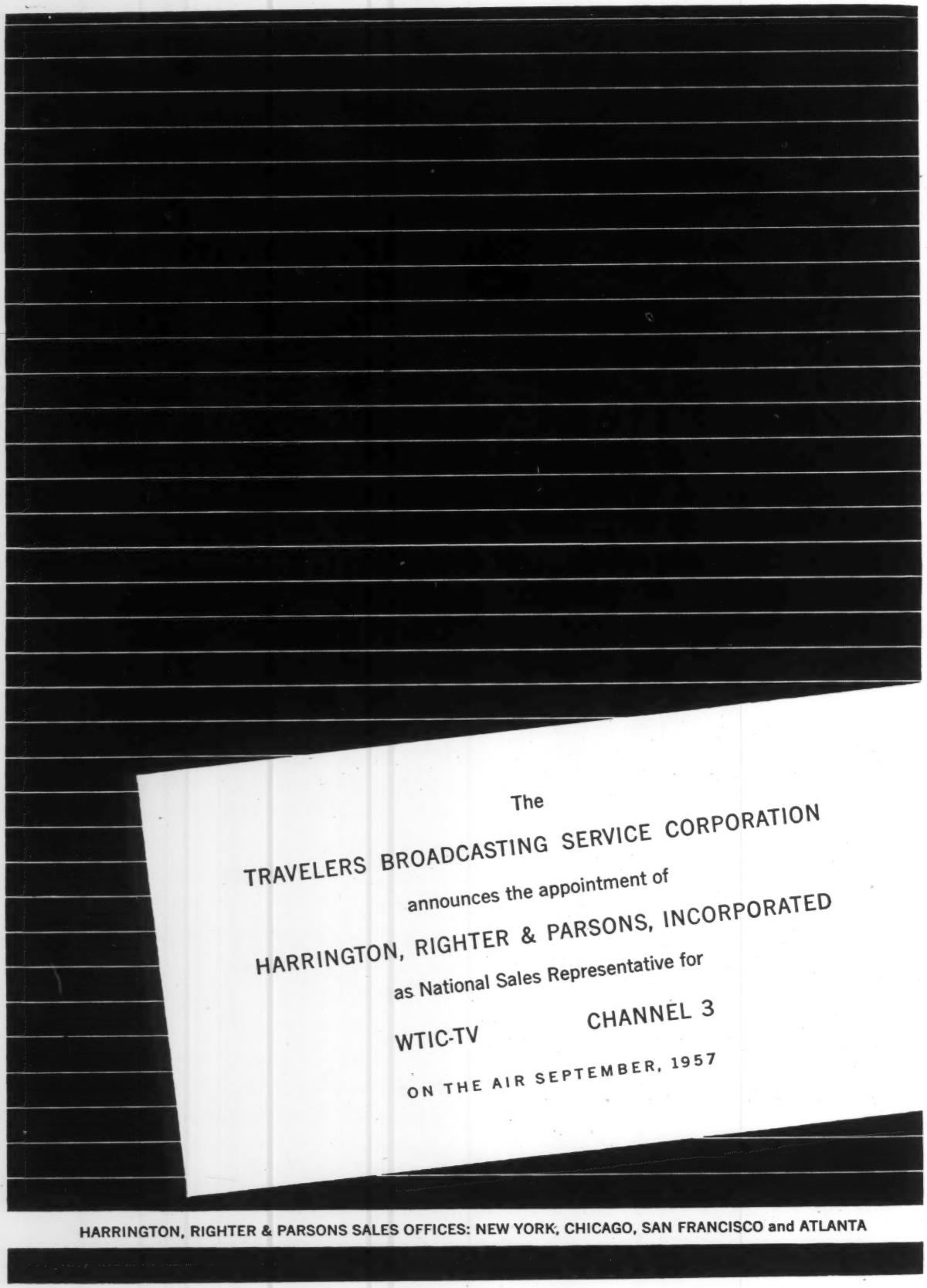
Mario Kircher, J. Walter Thompson Timebuyer.



Like J. Walter Thompson, you'll get top service for your products on the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW	WLW-T	WLW-C	WLW-D	WLW-A
Radio	*Cincinnati*	*Columbus*	*Dayton*	*Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO


The
TRAVELERS BROADCASTING SERVICE CORPORATION
announces the appointment of
HARRINGTON, RIGHTER & PARSONS, INCORPORATED
as National Sales Representative for
WTIC-TV CHANNEL 3
ON THE AIR SEPTEMBER, 1957
HARRINGTON, RIGHTER & PARSONS SALES OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO and ATLANTA

from **EMIL MOGUL**, *president, Emil Mogul Co.*

THE THREE ABUSES IN SPOT THAT JEOPARDIZE RADIO-TV

Emil Mogul; b. New York, Aug. 5, 1900; ed. Brooklyn Law School, St. Lawrence U. In 1932 became time salesman for New York local. With two associates, founded radio ad agency 1934. Subsequently formed general advertising agency with Alvin Austin, later included Raymond Spector. Established Emil Mogul Co. Jan. 13, 1940, which today has staff of 136, yearly billings of over $10 million—75% in radio-tv.

A THREE-HEADED monster stalks spot broadcasting and, because it is growing, it threatens to gobble up some of the industry's most precious assets. I refer to:

1. Overloading of air time with commercials.
2. Failure of stations to deliver schedules as contracted for.
3. Unconscionably exorbitant rate increases.

I wish to say as emphatically as I know how, that this is not an indictment of the entire spot broadcasting business. Most station operators today run a clean, wholesome business.

But the fact that the monster is the creature of a minority, rather than of the majority, makes it no less menacing. The most alarming aspect of the situation is the way this minority is growing. Whereas only a few years ago there was but a handful of stations guilty of these evils, today there are quite a number indulging in devil-take-the-hindmost practices.

I have put over-commercialization in the No. 1 position because it is this abuse that the final arbiter of the industry's fate, the public, sees and hears. Too many radio and tv stations for comfort make double, triple and quadruple spotting of commercials a daily occurrence. Not once, but time after time during the day and night.

What can radio station operators be thinking of when they put two 60-second commercials back-to-back at the start and end of each quarter-hour plus two back-to-back minute commercials for each musical recording in the same segment?

And what of the tv stations which schedule a 20-second commercial at the end of a program, followed by two eight- or ten-second ID's and a program promotion of much greater length? For the viewer, this means *six* commercials in a row, since these four are in addition to the regular commercials at the beginning and end of programs!

As if overloading weren't bad enough, some radio disc jockeys are showing such contempt for the mentality of their followers that they promote two *competing* products within a single 15-minute program.

Such greedy overloading of air time with commercials should be of paramount concern to advertisers and their agencies. The effect can only be to slash the impact and value of all commercials and, infinitely worse, transform a listening, viewing audience into a non-listening, non-viewing one.

WHY MALTREAT THE CLIENT'S SCHEDULE?

The second evil threatening spot broadcasting doesn't affect the public directly, but it does sour station-ad agency relations. The abuse consists of stations arbitrarily and capriciously re-scheduling commercials, or omitting them altogether. In short, failing to deliver what the advertiser has purchased.

Either way, it amounts to a unilateral breach of contractual obligation. We buy a specific schedule for a specific campaign. When a station changes the time or, through a program shift, changes the audience, the advertiser is not getting what he's paying for.

To make matters worse, these violations are made without notice and are discovered only when the affidavits come in six to eight week later. By that time, it's too late.

And just to give an extra turn of the stiletto, some stations either shrug off complaints or make some asinine, transparent excuse—completely indifferent to the havoc wrought.

The third head of the evil monster created by spot broadcasting's reckless minority is the series of unwarranted rate hikes certain stations have made.

Opportunistic station operators apparently have decided to make a quick killing in profits with complete disregard of the long-range consequences.

All of us are aware that night spots in radio are harder to sell these days as a result of tv competition. But does this justify pushing up daytime rates to make up for it—and really skyrocketing prices for popular shows in the 7-9 a.m. segments?

How do these operators think consistently heavy buyers of radio time such as this agency feel when we're faced with a sudden jump in rates that are thoroughly out of line?

Sharp rate increases like these represent a customer-be-damned attitude that results in much worse than damaged relations. For one thing, it is forcing advertising out of broadcasting into print media. I know this has happened with us simply because rates become so excessive that it no longer paid to use certain spots. It became more economical to use print media.

OUR OWN APATHY PERPETUATES THESE PRACTICES

The stations are not alone to blame for this condition. Advertisers and their agencies must share the responsibility because too few of them have protested rate-manipulating shenanigans. I'm quite sure that the present sorry situation would never have materialized had other timebuyers joined in loud protest.

Aside from the factor of profiteering on rates, many of the rate structures are unrealistic. Too often, the long-term saturation buyer of time spots pays the same rates as the short-term buyer who jumps in and out of broadcasting. This agency, for example, for many years has employed radio on a 52-week saturation basis, frequently using as many as 1500 to 2500 spots a year per station. Some of these advertisers have used air media week in and week out for many years. Why should clients not be rewarded for this consistency and heavy spending with the more favorable rates.

Finally, I wish to stress again that I'm not griping about the conduct of the majority of stations.

But there's no reason for sitting idly by while a minority of avaricious station operators threaten the health and very existence, in the long run, of spot broadcasting.

To me, it is very plain that unless the industry polices itself and corrects its own abuses, an aroused public will. And about the last thing any of us wants is to have the government become the instrument of reform. The industry is already on the spot in government circles. Why provide more grist for the mill?

Censorship Track Record

THIS FCC, like its predecessors during both Republican and Democratic administrations, keeps giving lip service to broadcasting free from program censorship, and then acts the other way—by innuendo or lifted eyebrow.

In renewing the license of WWBZ Vineland, N. J., after five years of tortured study and at one stage ordering deletion of the station because of its broadcast of horse-racing information, the FCC majority has allowed the station continued life because it "voluntarily" ceased to broadcast that kind of programming and promised not to engage in it in the future. The FCC contends that censorship is something that must happen *before* the fact, and that it was acting *after* the fact and on the basis of whether the station had served the public interest.

Only Comr. T. A. M. Craven, newest member of the agency but an old hand at broadcast regulation by virtue of previous stewardship as an FCC member, sees the danger of the majority's latest flirtation with censorship. He calls it an effort by the FCC to censor broadcasting by "previous restraint." He argues that the Commission, moreover, has violated the First Amendment by "subsequent suppression or reprisal." And, although an engineer, he cites legal precedent to buttress his contentions.

Mr. Craven concluded: "While the Commission may not intend to impose sanctions against this applicant for its past alleged derelictions, it has nonetheless done so in the processing of this case. While WWBZ has retained its license it has managed to do so at the expense of its most cherished possession—freedom of expression."

The lawyer members of the FCC, and their non-legal colleagues, might do well to take a refresher course on the Communications Act, the Congressional debates and the numerous court decisions wherein the authorities specify that radio (and television) are assured the protection of the First Amendment, as part of the media embraced within "the press."

How Much Is Too Much?

THE QUESTION of how many commercials can be broadcast in a specified time period has dogged broadcasters as long as there's been a commercial medium. It became moot in radio's case several years back when there just wasn't enough business to bother. Now the pendulum has swung, and the problem is back.

The first mutterings of protest came largely from the FCC when, during license renewal proceedings, it criticized several stations for overcommercializing. Then word began to be heard from the advertisers and their agencies. Three months ago the William Esty agency stirred up a brief tumult by asking stations on its spot list to furnish logs of their early-morning programming—and made no secret that its purpose was to find out if the stations were overcrowding spots. Other voices have joined the refrain. We note specifically those of Arthur Pardoll, media group director of Foote, Cone & Belding before Connecticut broadcasters last month [B•T, April 29], and Emil Mogul, president of his own agency, who offers his diagnosis of the problem in B•T's MONDAY MEMO on the preceding page.

Their theses are strikingly similar. In the main they are concerned (1) with overcrowding spots and (2) with charging too much for them. With Point 1 we must concur provisionally; with Point 2 we must take a qualified exception.

Mr. Pardoll cites instances of "20 or more one-minute and 20-second commercials" in a broadcast hour. His figures are accurate, although at this point station scheduling of that extreme is still the exception rather than the rule. When it does happen, it primarily is in early morning or late afternoon times—radio's hottest commodity at the moment.

No one can deny that this much is too much—but at what point does it become too much? We can offer no mathematical standard, but it seems a logical suggestion that the maximum has been reached when (1) the listener loses interest or (2) the advertiser stops buying. The second will follow the first in short order.

We cannot subscribe without qualification to the agency spokesmen's second point—that stations are increasing their rates without justification. Indeed, the very overcrowding of early morning and late afternoon time is a creature of agency demand for those time periods. The broadcaster, we are sure, would be pleased to spread his business more evenly through the broadcast day, but is hard put to do so when clients demand the prime time. It follows then, that if the time is that valuable the broadcaster is justified in charging more for it.

Resolution of the dilemma is on the shoulders of broadcasters—we trust with an assist from their clients. It first must be determined how much is too much. Then equitable rates must be established for the prime periods. Then, and equally important, broadcasters must prove the worth of their other broadcast hours—and sell them as vigorously as they now do the prime periods.

All this must be done before the complaints become a chorus. If not, radio—not yet completely on its feet—could find itself toppled again into the chasm from which it has climbed with such great labor.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I didn't do a damn thing that Sergeant Bilko hasn't done dozens of times!"

Cohen on the Television

AS EVERYONE must know by now, Mickey Cohen, a professional hoodlum, appeared May 19 on ABC-TV's *Mike Wallace Interview* and spoke so unkindly of Los Angeles police executives that they are seeking legal retaliation.

Considering the nature of Mr. Cohen's associations with Los Angeles cops, we are moved to ask: What else could ABC-TV and Mr. Wallace have expected him to say? Incumbent and former Los Angeles police regimes have been periodically intervening in Mr. Cohen's business ventures ever since he ran a gambling barge off Santa Monica in the 30s. B•T's files of criminal history are embarrassingly inadequate, but our personal recollection is that Mr. Cohen has even been investigated for murder.

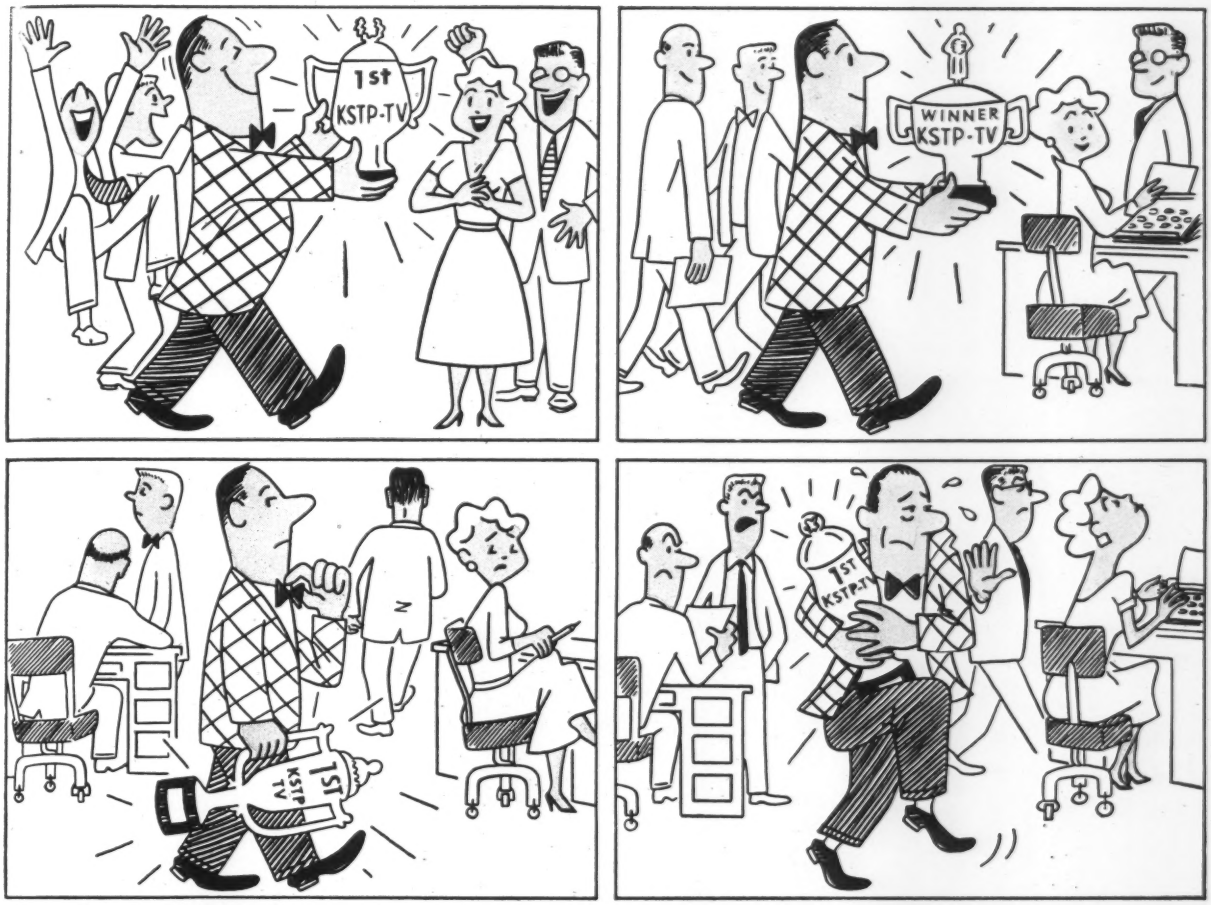
Undeniably, Mr. Cohen is a colorful character with a colorful past and has proved himself to many journalists a lively subject for interviews. The problem which Mr. Wallace created was not caused by interviewing Mr. Cohen but by interviewing him on a live program.

We yield to no one in our admiration for live television, but we recognize its limitations.

Sensationalism and live television are a volatile mixture which is especially dangerous because it cannot be controlled.

Sensationalism on film is risky enough, but at least it can be edited before exposure to the public.

ABC-TV should have put the May 19 Mike Wallace show in the can—if Mr. Cohen will pardon the expression.



ANOTHER major award for the nation's outstanding NEWS station KSTP–TV!

In 1956, KSTP-TV entered *four* national TV news competitions. The results are now in: *four* first-place awards!

The Radio-Television News Directors Association gave KSTP-TV *two* top awards, "Best TV News Story of 1956" and "Nation's Outstanding News Operation." Then the National Press Photographers Association presented the blue ribbon to KSTP-TV in the National Newsreel Contest.

And, now, the coveted Sigma Delta Chi award for Distinguished Service in Television Reporting has been won for KSTP-TV by Julian Hoshal and Dick Hance, News and Photo Director, respectively, for KSTP-TV

We're only kidding with the cartoon above. Actually we're proud of *all* these awards and the news operation which won them. It is one of the reasons why the Northwest's *first* TV station is still the Northwest's *leading* TV station.

KSTP-TV CHANNEL **5**

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.